

MO Practice Test Questions and Answers

1. What is the primary goal of branding?

- A) To increase product confusion
- B) To establish identity and customer loyalty
- C) To reduce brand awareness
- D) To make marketing irrelevant

2. What is a major advantage of email marketing?

- A) It has low conversion rates
- B) It provides direct, personalized communication
- C) It eliminates segmentation
- D) It only works for large businesses

3. What is the key advantage of primary research?

- A) It relies solely on past reports
- B) It provides firsthand, relevant data
- C) It reduces interaction with customers
- D) It eliminates the need for surveys

4. What is the primary purpose of market research?

- A) To increase random decision-making
- B) To understand consumer preferences and trends
- C) To reduce data collection efforts
- D) To eliminate the need for competitive analysis

Answers: 1-B 2-B 3-B 4-B

For More MO Questions and Answers FREE, MO Online Prep Training,
MO Exam, MO Study Guide, MO Flashcards, MO Quizzes visit:

MO Practice Test