Assignment 03 : Alternate Evaluation and Choice

The due date for submitting this assignment has passed. Due on 2019-08-21, 23:59 IST. As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [ 1 x 10 ]

1) Alternative evaluation is not always a part of the ____  
   - Goal setting
   - Decision process
   - Information process
   - Information search

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Decision process

2) Alternative evaluation involves two other types of consumer sets. Identify these sets
   - Universal set and subset
   - Universal set and retrieval set
   - Variable set and compose set
   - Universal set and variable set

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Universal set and retrieval set

3) To assess benefits offered by goods and services, consumers use a range of ____

https://onlinecourses.nptel.ac.in/noc19_hs64/unit?unit=14&assessment=47
4) A ____ allows for trade-offs among strengths and weaknesses  
- Consumer decision process  
- Noncompensatory consumer decision rule  
- Compensatory consumer decision rule  
- Decision heuristic decision process

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Compensatory consumer decision rule

5) ____ involves reducing the number of alternatives that the consumer will actually compare in the marketplace to a manageable size and retaining alternatives that will be easy to compare when making a final choice  
- Alternative evaluation  
- Consideration set construction  
- Determinant attributes  
- Personal motives

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Consideration set construction

6) A(n) ____ is the subset that consumers can bring up from memory  
- Universal set  
- Memory set  
- Recall set  
- Retrieval set

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Retrieval set

7) Consumers evaluate goods and services based on the ____  
- Reputation of the seller  
- Marketing used on them  
- Benefits offered to them  
- All of the above

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Benefits offered to them
8) Consumers use ____, either consciously or subconsciously, to help them quickly and efficiently select from among several purchase alternatives

- Decision process
- Decision heuristics
- Possessions
- Decision rules

No, the answer is incorrect.
Score: 0
Accepted Answers: Decision rules

9) The ____ is made up of all product, service, outlet, or brand alternatives in the marketplace to which the consumer has reasonable access, whether she or he is aware of them

- Brand set
- Product set
- Universal set
- Alternative set

No, the answer is incorrect.
Score: 0
Accepted Answers: Universal set

10) As a general rule, the more important the consumer considers the purchase and the more experience he or she has with the product category, the greater the number of ____ used

- Evaluative brands
- Evaluative criteria
- Evaluative measures
- Universal sets

No, the answer is incorrect.
Score: 0
Accepted Answers: Evaluative criteria