Assignment 1

The due date for submitting this assignment has passed.

1. When purchasing a shirt from a shopping mall, describing the mall is a ________ and getting the shirt quickly and not having to wait for the check-out is ________.

   - Benefit, Benefit
   - Cost, Benefit
   - Benefit, Cost
   - Cost, Cost

   Accepted Answers:
   - Benefit, Benefit
   - Benefit, Cost

2. A ________ centered process focuses on producing the product and selling it in the market while a ________ centered process focuses on finding customer needs, creating the solution, communicating about it and delivering it.

   - Sales, Marketing
   - Marketing, Sales

   Accepted Answers:
   - Sales, Marketing

3. In general marketing terms, a ________ is defined as a bundle of benefits and ________ is a form of need affected by cultural and environmental factors of the consumers.

   - Want, Product
   - Need, Demand
   - Want, Need
   - Want, Want

   Accepted Answers:
   - Want, Needs
   - Want, Want

4. One of the main reasons for the failure of Tata Nano was:

   - The car was not available at all dealerships
   - The car was available at low prices
   - The car got tagged as a cheap car
   - The colors available for the car were not attractive

   Accepted Answers:
   - The car got tagged as a cheap car

5. A measurable has defined the various awards it has received in the dating area. This is an example of enhancing the ________.

   - Physical evidence
   - Price
   - Testi

   Accepted Answers:
   - Testi

6. ________ refers to the fact that services cannot be stored and are to be consumed immediately.

   - Intangibility
   - Inseparability
   - Heterogeneity
   - Perishability

   Accepted Answers:
   - Perishability

7. In the ________ stage of marketing evolution, the focus was on economies of scale and standardization and product variations were not available.

   - Market Dissemination
   - Marketing Production Focus
   - Selling

   Accepted Answers:
   - Marketing Production Focus

8. Which dimension of market orientation is concerned with analyzing the needs of customers, broadening the verbalized needs, analyzing unexpressed factors affecting the need and identifying possible future needs?

   - Intended dissonance
   - Intended generation
   - Responsive generation
   -None of these

   Accepted Answers:
   - None of these

9. Which of the following best describes marketing?

   - Advertising and promotional activities
   - Sales campaigns
   - Giving discounts and price benefits
   - Focusing on customer value and satisfaction

   Accepted Answers:
   - Focusing on customer value and satisfaction

10. Which of the following correctly describes the marketing mix for products?

    - Product, price, place, promotion
    - Product, price, place, production
    - Production, price, place, promotion
    - Production, promotion, price, place

    Accepted Answers:
    - Product, price, place, promotion