

Unit 3 - Introduction to Marketing

Course outline

How to access the portal

Assignment 0

Introduction to Marketing

- Defining Marketing
- Core Concepts in Marketing
- Case Studies
- Marketing of Services
- Evolution of Marketing
- Contemporary Issues in Modern Marketing Practices

Quiz : Assignment 1

- Solution 1
- Feedback For Week 1

Scanning the Business Environment

Capturing Market Insights

Capturing Marketing Insights II

Analyzing the Buyer Behaviour

Analyzing Buyer Behaviour II

Segmentation , Targeting and Positioning

Positioning Based on Segmentation and Targeting

Text Transcription

Live Session

Assignment 1

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-08-14, 23:59 IST.

1) When purchasing a shirt from a shopping mall, travelling to the mall is a _____ and getting the shirt quickly and not having to wait for check out is _____.

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

No, the answer is incorrect.
Score: 0

Accepted Answers:
Cost, Benefit

2) A _____ oriented process focusses on producing the product and selling it in the market while a _____ oriented process focuses on finding customer pain, creating the solution, communicating about it and delivering it.

- Sales, Marketing
- Marketing, Sales

No, the answer is incorrect.
Score: 0

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, Product
- Product, Want

No, the answer is incorrect.
Score: 0

Accepted Answers:
Product, Want

4) One of the major 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 colours available for the car were not attractive

No, the answer is incorrect.
Score: 0

Accepted Answers:
The car got tagged as a cheap car

5) A restaurant has displayed the various awards it has received in the dining area. This is an example of enhancing the:

- Physical evidence
- Process
- Place
- Price

No, the answer is incorrect.
Score: 0

Accepted Answers:
Physical evidence

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

- Intangibility
- Inseparability
- Heterogeneity
- Perishability

No, the answer is incorrect.
Score: 0

Accepted Answers:
Perishability

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

- Market Orientation
- Marketing
- Production Focus
- Selling

No, the answer is incorrect.
Score: 0

Accepted Answers:
Production Focus

8) Which dimension of market orientation is concerned with studying the needs of the customers, broadening the verbalized needs, analysing exogenous factors affecting the need and identifying possible future needs:

- Intelligence dissemination
- Intelligence generation
- Responsiveness
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Intelligence generation

9) Which of the following best describes marketing?

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

No, the answer is incorrect.
Score: 0

Accepted Answers:
Focussing 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
- Placement, promotion, price, place

No, the answer is incorrect.
Score: 0

Accepted Answers:
Product, price, place, promotion