

Unit 4 - Scanning the Business Environment

Course outline

How to access the portal

Assignment 0

Introduction to Marketing

Scanning the Business Environment

- Introduction to Competitor Analysis
- Marketing Objectives
- Strategy and Core Competency
- PESTEL Framework
- Competitive Analysis
- Case Study
- Quiz : Assignment 2
- Solution 2
- Feedback For Week 2

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 2

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

Due on 2019-08-21, 23:59 IST.

1) Packaging of cigarette and other tobacco products contain warnings on potential health hazard of consuming the product. This is an example of companies responding to which component of their environment? **1 point**

- Technical
- Ecological
- Legal
- Economical

No, the answer is incorrect.
Score: 0

Accepted Answers:
Legal

2) What is the term used in Ansoff's matrix for increasing market share with existing products in existing markets? **1 point**

- Product development
- Market penetration
- Diversification
- Market development

No, the answer is incorrect.
Score: 0

Accepted Answers:
Market penetration

3) When an organization is pursuing operational excellence as its value discipline, it follows a _____ structure and when it is pursuing product leadership, the structure followed is _____. **1 point**

- Flexible, Flexible
- Flexible, Centralized
- Flexible, Customer focussed
- Centralized, Flexible

No, the answer is incorrect.
Score: 0

Accepted Answers:
Centralized, Flexible

4) According to the BCG matrix, a product having a high market share in a high growth rate market is termed as _____ and a product with low market share in a low growth rate market is termed as _____. **1 point**

- Star, Dog
- Cash Cow, Question mark
- Question mark, Dog
- Star, Question mark

No, the answer is incorrect.
Score: 0

Accepted Answers:
Star, Dog

5) According to the Porter's five forces mode, threat of a new entrant is higher when: **1 point**

- Existing companies have achieved high economies of scale
- Switching cost is low for consumers and they are willing to change
- There is very high capital requirement for setting up factories etc. for entering the market
- Customers demand some unique features in the product which are patented by existing companies

No, the answer is incorrect.
Score: 0

Accepted Answers:
Switching cost is low for consumers and they are willing to change

6) According to porters Generic Values chain, Human Resource Management and Technology development are part of _____ and Operations, Marketing and Sales are a part of _____. **1 point**

- Support Activity, Primary Activity
- Support Activity, Support Activity
- Primary Activity, Primary Activity
- Primary Activity, Support Activity

No, the answer is incorrect.
Score: 0

Accepted Answers:
Support Activity, Primary Activity

7) Select the incorrect statement regarding core competencies: **1 point**

- It must have application in fairly wide variety of markets
- It must be difficult to imitate by competitors
- It must contribute significantly to perceived customer value
- It must be easy to acquire and master by competitors

No, the answer is incorrect.
Score: 0

Accepted Answers:
It must be easy to acquire and master by competitors

8) Which of the following is not true regarding competitor analysis? **1 point**

- Two key dimensions of identifying competition are product (direct and indirect) and industry (cross-over and local)
- Analysis of product features, CRM strategies, R&D strategies is important in identifying competition
- Conflict and competition are the only modes of existence for competing companies
- A market is usually viewed as a zero sum game where one gains by taking from the other

No, the answer is incorrect.
Score: 0

Accepted Answers:
Conflict and competition are the only modes of existence for competing companies

9) If a company is able to create innovative products through good R&D it is a part of its _____ while the probability of an increase in corporate tax for firms is a part of: **1 point**

- Strength, Threat
- Opportunity, Weakness
- Threat, Strength
- Opportunity, Strength

No, the answer is incorrect.
Score: 0

Accepted Answers:
Strength, Threat

10) The strategy of a company is to create niche product for a smalls segment of customers by understanding their need and wants. This can be categorised under which of the Porters generic strategies: **1 point**

- Cost Leadership
- Differentiation
- Focus

No, the answer is incorrect.
Score: 0

Accepted Answers:
Focus