

Unit 8 - Analyzing Buyer Behaviour II

Course outline

How to access the portal

Assignment 0

Introduction to Marketing

Scanning the Business Environment

Capturing Market Insights

Capturing Marketing Insights II

Analyzing the Buyer Behaviour

Analyzing Buyer Behaviour II

- Service Consumption
- Structural Models of Attitude
- Industrial Buyer Behaviour I
- Industrial Buyer Behaviour II
- Industrial Marketing Program and Buying Process
- Three Dimension of Industrial Buyer Behaviour
- Quiz : Assignment 6**
- Solution 6
- Feedback For Week 6

Segmentation , Targeting and Positioning

Positioning Based on Segmentation and Targeting

Text Transcription

Live Session

Assignment 6

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

Due on 2019-09-11, 23:59 IST.

- 1) _____ is an item high in search attribute and _____ is an item which is very high in credence attribute. **1 point**
- Food, Education
 - Food, clothing
 - Legal service, education
 - Clothing, chair

No, the answer is incorrect.
Score: 0

Accepted Answers:
Food, Education

- 2) According to the tri component model of attitude, the affective component consists of _____ and the cognitive component consists of _____. **1 point**
- Knowledge and perceptions acquired by product usage, emotions or feelings about the product
 - Likelihood or tendency that a user will undertake a specific action, emotions or feelings about the product
 - Emotions or feelings about the product, knowledge and perceptions acquired by product usage
 - Emotions or feelings about the product, Likelihood or tendency that a user will undertake a specific action

No, the answer is incorrect.
Score: 0

Accepted Answers:
Emotions or feelings about the product, knowledge and perceptions acquired by product usage

- 3) According to the Theory of Reasoned Action, attitude toward a particular behaviour is influenced by: **1 point**
- Belief that the behaviour will lead to a certain outcome, evaluation of the outcome
 - Belief about what specific referents think about how should I act, motivation to comply with the specific referent
 - Belief that the behaviour will lead to a certain outcome, Belief about what specific referents think about how should I act
 - None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Belief that the behaviour will lead to a certain outcome, evaluation of the outcome

- 4) Which of the following is not true about business to business market? **1 point**
- The transaction size in a business to business market is usually larger as compared to the size of transactions in business to consumer markets
 - A business to business market is geographically concentrated in specific areas
 - Business to business markets usually witness derived demands
 - Purchase decisions in business to business market is made by one powerful person in an organization

No, the answer is incorrect.
Score: 0

Accepted Answers:
Purchase decisions in business to business market is made by one powerful person in an organization

- 5) Plants and engines are examples of _____ types of industrial goods and crude oil and cotton are examples of _____ types of industrial goods. **1 point**
- Raw material, heavy equipment and machinery
 - Light equipment, Integrated solutions
 - Heavy equipment and machinery, raw material
 - Integrated solutions, Light equipment

No, the answer is incorrect.
Score: 0

Accepted Answers:
Heavy equipment and machinery, raw material

- 6) A scooter manufacturing company is planning to install a new paint shop to colour its bikes. Earlier, the colouring job was outsourced and was not handled by the company directly. The purchase is an example of: **1 point**
- Modified rebuy
 - New task buy
 - Straight rebuy
 - None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
New task buy

- 7) A company has decided to buy new software for its financial reporting. The IT head is specifying the requirements and his inputs in the buying process are considered to be important as he has considerable technical expertise. His role in the buying centre is that of a(n): **1 point**
- Gatekeeper
 - User
 - Buyer
 - Influencer

No, the answer is incorrect.
Score: 0

Accepted Answers:
Influencer

- 8) The demand for steel is influenced by the demand of cars in general. This is called: **1 point**
- Direct demand
 - Indirect demand
 - Derived demand
 - None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Derived demand

- 9) Which is the correct order of three stages in service consumption (from left to right)? **1 point**
- Pre purchase stage, service encounter stage, post encounter stage
 - Service encounter stage, pre purchase stage, post encounter stage
 - Service encounter stage, post encounter stage, Pre purchase stage
 - Pre purchase stage, post encounter stage, service encounter stage

No, the answer is incorrect.
Score: 0

Accepted Answers:
Pre purchase stage, service encounter stage, post encounter stage

- 10) B2B marketing is fundamentally different from consumer goods or services marketing because: **1 point**
- Distribution channels for business products are significantly longer.
 - Customer relationships for business products tend to be short-term and transactions-based.
 - Organizational buyers do not consume the products or services themselves.
 - Customer service plays a smaller role in the distribution of business products.

No, the answer is incorrect.
Score: 0

Accepted Answers:
Organizational buyers do not consume the products or services themselves.