Assignment 7

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

1. According to the Eight Elements Model, there are two routes to information processing. The central route is used to process the _______ and the peripheral route is used to process the _______.
   - Core elements of the message, cues embedded in the message
   - Core elimination is the message, cues elements of the message
   - No, the answer is incorrect.
   - Accepted Answer: Core elements

2. A _______ can be defined as a subset of the total market comprising of groupings of customers with similar needs, seeking similar sets of benefits and values with similar levels of priority.
   - Market Segment
   - Targeting
   - Positioning
   - Mission statement
   - No, the answer is incorrect.
   - Accepted Answer: Market Segment

3. A(n) _______ is a narrowly defined customer group seeking a distinct set of benefits and is ready to pay a premium for it.
   - Segment
   - Niche
   - Individual
   - None of these
   - No, the answer is incorrect.
   - Accepted Answer: Niche

4. _______, _______ is an example of a geographic descriptor variable and _______ is an example of behavioral descriptor variable used for market segmentation.
   - Region, attitude
   - Attribute, region
   - City size, decision making practice
   - Decision making practice, City size
   - No, the answer is incorrect.
   - Accepted Answer: Region, Attitude

5. A good market segment is reasonable. This means:
   - The segment characteristics should not change rapidly
   - The segment should be different from other segments
   - The segment should be accessible in the company
   - We should be able to predict potential sales to the segment
   - No, the answer is incorrect.
   - Accepted Answer: The segment characteristics should not change rapidly

6. The dubbing of foreign language movies in local language in India is an example of:
   - Video marketing
   - Local marketing
   - Individual marketing
   - None of these
   - No, the answer is incorrect.
   - Accepted Answer: Local marketing

7. Your company has decided to locate its products and services to meet local market demands. A good approach to use would be:
   - Geographical
   - Dial one
   - Customer
   - Target
   - No, the answer is incorrect.
   - Accepted Answer: Geographical

8. Demographic variables are mostly used in market segmentation because:
   - They cover smaller segments than other methods
   - They are easy to measure in comparison to other methods
   - They involve determining a fewer attributes
   - None of these
   - No, the answer is incorrect.
   - Accepted Answer: They are easy to measure in comparison to other methods

9. The two major attributes according to which consumers are segmented in the VALS framework are:
   - Motivation and resources
   - Age and income
   - Age and gender
   - Resources and gender
   - No, the answer is incorrect.
   - Accepted Answer: Motivation and resources

10. This _______ is defined as the set of brands and purchase locations that exist that meet both the objective and subjective requirements of 5 points that the consumer.
    - Consideration set
    - Alternative set
    - Evoked set
    - None of these
    - No, the answer is incorrect.
    - Accepted Answer: Evoked set