

Unit 10 - Positioning Based on Segmentation and Targeting

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

Segmentation , Targeting and Positioning

Positioning Based on Segmentation and Targeting

- Introduction to Marketing Strategy
- Positioning
- Segmentation and Targeting in B2B Market
- Crafting the Positioning and Branding Effectively
- Generic Modeling Strategy
- Q & A Session_17_03_16
- Generic Modeling Strategy
- Quiz : Assignment 8**
- Feedback For Week 8
- Solution 8

Text Transcription

Live Session

Assignment 8

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

Due on 2019-09-25, 23:59 IST.

1) Increasing the price is expected to increase _____ and increasing customer retention is likely to result in increase of _____.

- Margins and returns, unit sales volume
- Unit sales volume, margins and returns

No, the answer is incorrect.
Score: 0

Accepted Answers:
Margins and returns, unit sales volume

2) Which of the following is not a correct way to segment a B2B market?

- End use of product
- Purchase category like facilitating goods, capital goods etc.
- Group Purchase decision process
- Attitude and behaviour

No, the answer is incorrect.
Score: 0

Accepted Answers:
Attitude and behaviour

3) Reciprocity can be defined as:

- First time or unique purchases
- Recurring purchase decision
- Buying from suppliers who are also customers
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Buying from suppliers who are also customers

4) Which of the following is not a characteristic of Points of Difference?

- Desirable to Consumers
- Should be easy to copy by competitors
- Deliverable by Company
- Differentiable from Competitors

No, the answer is incorrect.
Score: 0

Accepted Answers:
Should be easy to copy by competitors

5) _____ is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.

- Targeting
- Segmenting
- Positioning
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Positioning

6) Positioning should ideally be based on :

- Sensing an opportunity
- A suitable value proposition for the customer
- Selection of advertisement medium
- Selection of target market

No, the answer is incorrect.
Score: 0

Accepted Answers:
A suitable value proposition for the customer

7) To achieve a point of parity on a particular attribute or benefit, a sufficient number of consumers must believe that the brand is “_____” on the dimension.

- Good enough
- Excellent
- Neutral
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Good enough

8) Which group determines a product/services position relative to that of competitors?

- Retailers
- Marketers
- Wholesalers
- Consumers

No, the answer is incorrect.
Score: 0

Accepted Answers:
Consumers

9) Which of the following is not usually a task performed while positioning?

- Identifying a set of competitive advantages offered by the product
- Selecting a positioning strategy
- Communicating the position to the consumers
- Surveying users of the product

No, the answer is incorrect.
Score: 0

Accepted Answers:
Surveying users of the product

10) A company gains _____ by differentiating its products and delivering value.

- Cost advantage
- Competitive advantage
- Synergy
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Competitive advantage