Unit 2 - Practice

Quiz 0

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

1) At the second level of customer value hierarchy, marketers need to turn core benefit into: 1 point

- Expected product
- Augmented product
- Basic product
- None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers: Basic product

2) Often we see new gadgets being given to potential consumers for limited use at shopping malls or fairs. This is done to enhance: 1 point

- Trialability
- Complexity
- Compatibility
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Trialability

3) ________ is the added value endowed on services and products. 1 point

- Brand value
- Brand strategy
- ....

_______ is the added value endowed on services and products.
4) Marketers can apply branding on:
- A product
- A place
- A service
- All of these

No, the answer is incorrect.
Score: 0
Accepted Answers: All of these

5) The branding strategy made famous by Intel wherein it focused on creating a brand of a particular component in a computer is also termed as:
- Ingredient branding
- Co-branding
- Sub-branding
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Ingredient branding

6) When a company uses a low pricing strategy to maximize sales, it is using a _____________ strategy:
- Price skimming
- Penetration pricing
- Prestige pricing
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Penetration pricing

7) The promotional goals a firm develops might be aimed at all of the following, EXCEPT:
- Increasing use of product
- Increasing awareness of the product
- Identifying potential market of the product
- All of these may be the aim of the company

No, the answer is incorrect.
Score: 0
Accepted Answers: Identifying potential market of the product

8) Marketing channel that involves no intermediaries to made their products available to final buyers is classified as:
- Direct channel
- Indirect channel
- Static channel

No, the answer is incorrect.
Score: 0
Accepted Answers: Direct channel
9) Services cannot be stored and are to be consumed immediately when produced. This is termed as:

- Intangibility
- Inseparability
- Heterogeneity
- Perishability

No, the answer is incorrect.
Score: 0
Accepted Answers:
Perishability

10) Major product variables that retailers must consider includes:

- Services Mix
- Product Assortment
- Store atmosphere
- All of these

No, the answer is incorrect.
Score: 0
Accepted Answers:
All of these