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Courses » Marketing Management - II Announcements **Course** Ask a Question Progress FAQ



Unit 2 - Practice

Register for
Certification exam

Course outline

How to access
the portal ?

Practice

Quiz : Quiz 0

Solution Quiz 0

Recap of
Marketing
Management 1
and Introduction
to the Concept
of Product

Design, Launch,
& Management
of Market
Offerings

Brand
Management

Brand
Management II

Pricing

Distribution

Retail
Management
and Integrated
Marketing
Communications

Quiz 0

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-02-04, 23:59 IS**

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

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Session		1 point
	<p>4) Marketers can apply branding on:</p> <ul style="list-style-type: none"><input type="radio"/> A product<input type="radio"/> A place<input type="radio"/> A service<input type="radio"/> All of these <p>No, the answer is incorrect. Score: 0</p> <p>Accepted Answers: <i>All of these</i></p>	 
	<p>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:</p> <ul style="list-style-type: none"><input type="radio"/> Ingredient branding<input type="radio"/> Co-branding<input type="radio"/> Sub-branding<input type="radio"/> None of these <p>No, the answer is incorrect. Score: 0</p> <p>Accepted Answers: <i>Ingredient branding</i></p>	<p>1 point</p>   
	<p>6) When a company uses a low pricing strategy to maximize sales, it is using a _____ strategy:</p> <ul style="list-style-type: none"><input type="radio"/> Price skimming<input type="radio"/> Penetration pricing<input type="radio"/> Prestige pricing<input type="radio"/> None of these <p>No, the answer is incorrect. Score: 0</p> <p>Accepted Answers: <i>Penetration pricing</i></p>	<p>1 point</p>
	<p>7) The promotional goals a firm develops might be aimed at all of the following, EXCEPT:</p> <ul style="list-style-type: none"><input type="radio"/> Increasing use of product<input type="radio"/> Increasing awareness of the product<input type="radio"/> Identifying potential market of the product<input type="radio"/> All of these may be the aim of the company <p>No, the answer is incorrect. Score: 0</p> <p>Accepted Answers: <i>Identifying potential market of the product</i></p>	<p>1 point</p>
	<p>8) Marketing channel that involves no intermediaries to made their products available to final buyers is classified as</p> <ul style="list-style-type: none"><input type="radio"/> Direct channel<input type="radio"/> Indirect channel<input type="radio"/> Static channel	<p>1 point</p>

Flexible 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:

1 point

- Intangibility
- Inseparability
- Heterogeneity
- Perishability



No, the answer is incorrect.

Score: 0

Accepted Answers:

Perishability

10) Major product variables that retailers must consider includes:

1 point

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

No, the answer is incorrect.

Score: 0

Accepted Answers:

All of these

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