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



Unit 3 - Recap of Marketing Management 1 and Introduction to the Concept of Product

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Course outline

How to access the portal ?

Practice

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

- Brief Recap of Basic Concepts from Marketing Management 1
- Brief Recap of Basic Concepts from Marketing Management 1- II
- Product - An Important Component of the 4P
- New Product Development
- New Product Development - II
- Entrepreneurial Marketing

Assignment 1

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-02-13, 23:59 IST.**

1) Rahul has decided to buy a car. He has selected a few car models and is currently comparing the features of different models. The stage of buyer decision process Rahul is currently engaged in is: 1 point

- Need discovery
- Evaluation of alternatives
- Purchase Decision
- Post Purchase behavior

No, the answer is incorrect.

Score: 0

Accepted Answers:

Evaluation of alternatives

2) Segmentation is the process of: 1 point

- Dividing the market into homogenous groups
- Selecting one group of consumers among several other groups
- Creating a unique space in the minds of the target consumer
- None of these

No, the answer is incorrect.

Score: 0

Accepted Answers:

Dividing the market into homogenous groups

3) Dividing a B2C market on the basis of income is an example of _____ segmentation while dividing a B2C market on the basis of the attitude, interest and opinion of consumers is an example of _____ segmentation. 1 point

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Design, Launch, & Management of Market Offerings
Brand Management
Brand Management II
Pricing
Distribution
Retail Management and Integrated Marketing Communications
Services Marketing
DOWNLOAD VIDEOS
Interaction Session

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

4) At the fifth level, marketer gets a _____ that has all the transformations and augmentations the offering or product might undergo in the future. **1 point**

Expected product
 Augmented product
 Potential product
 Basic product

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

5) A _____ good is purchased without much planning or effort while a _____ product is purchased on a regular basis by consumers. **1 point**

Staple, impulse
 Emergency, Staple
 Impulse, Staple
 Staple, Emergency

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

6) The fourth stage of the stage gate system for new product development is: **1 point**

Concept development and testing
 Prototype testing
 Production
 Ideation and Screening

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

7) _____ is a major driver of new product performance at business unit level which signifies that there should be clearly defined business goals with specific areas of thrust for the new product. **1 point**

A clear new product strategy
 High quality project teams
 Adequate resources for new products
 High quality new product process

No, the answer is incorrect.
Score: 0
Accepted Answers:
A clear new product strategy



8) _____ is a critical success factors of products at project level **1 point** which is indicated by a differentiated product with unique customer benefits.

- Solid up front homework
- High quality marketing activities
- Sharp early product definition
- Product superiority

No, the answer is incorrect.

Score: 0

Accepted Answers:

Product superiority

9) Post the implementation of GST, several companies have started **1 point** providing return filing services. This is an example of _____ creating opportunity.

- Economic forces
- Regulatory changes
- Social forces
- Technological advances

No, the answer is incorrect.

Score: 0

Accepted Answers:

Regulatory changes

10) A company X selling laptops has claimed that it will provide free **1 point** repair for the next 5 years while another company Y is selling laptops with the claim that their laptops have the highest available battery life in the laptop market.

X is focusing on _____ differentiation while Y is focusing on _____ differentiation.

- Product, service
- Service, service
- Service, product
- Product, product

No, the answer is incorrect.

Score: 0

Accepted Answers:

Service, product



