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:

- 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:

- 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.

________________ segmentation while dividing a B2C market on the basis of the attitude, interest and opinion of consumers is an example of __________________ segmentation.
4) At the fifth level, marketer gets a __________ that has all the transformations and augmentations the offering or product might undergo in the future.

- Expected product
- Augmented product
- Potential product
- Basic product

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

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

- 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:

- 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.

- 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

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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

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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