Assignment 7

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

1) Which of the following will increase the value of index of retail saturation?

- Decrease in number of customers in trading area
- Decrease in average expenditure per person for the product in the trading area
- Decrease in total selling space allocated to related products in trading area
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers:
Decrease in total selling space allocated to related products in trading area

2) In most supermarkets we can observe a rectangular retail layout with parallel aisles. This is an example of __________ type of retail layout.

- Grid
- Boutique
- Free flow
- None of these

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

3) Fairs and trade shows are examples of __________ communication platform while seminars and speeches are examples of

No, the answer is incorrect.
4) ____________ is defined as the planning, developing and presenting product lines for identified target market with regards to pricing, assortment, styling and timing while meeting the company’s financial goals.

- Category management
- Category management
- Retail layout management
- Merchandising management

No, the answer is incorrect.
Score: 0
Accepted Answers: Sales promotion, Public relations

5) In the innovation adoption model, interest and evaluation form a part of the ____________ stage.

- Cognitive
- Affective
- Behavior
- Rational

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

6) The first step in developing effective marketing communication is: ____________

- Identifying target audience
- Set objectives
- Design communication
- Select channels

No, the answer is incorrect.
Score: 0
Accepted Answers: Identifying target audience

7) Company A fixes its marketing communication budget by observing the budget set by Company B. This is an example of establishing budget by: ____________

- Affordable method
- Percentage of sales method
- Competitive parity method
- Objective and task method

No, the answer is incorrect.
Score: 0
Accepted Answers:
8) Content driven by online metrics and integration of content and communications are features of:

- Web 1.0
- Web 2.0
- Web 3.0
- Web 4.0

No, the answer is incorrect.
Score: 0
Accepted Answers: Web 3.0

9) ___________ focusses on two way communication and involvement with consumers through personalizing messages and tracking activity of online consumers.

- Interactive marketing
- Content marketing
- Location based marketing
- None of these

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

10) All of the following require high advertising budgets except ___________.

- New product
- Low share brand
- Undifferentiated product
- Mature brand

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