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Unit 9 - Retail Management and Integrated Marketing Communications

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Course outline

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Assignment 7

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-20, 23:59 IST.**

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

- 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. **1 point**

- 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 **1 point**

Platform while seminars and speeches are examples of _____ communication

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Models of Communication
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Quiz : Assignment 7
Feedback For Week 7
Solution Assignment 7
Services Marketing
DOWNLOAD VIDEOS
Interaction Session

Mobile marketing, Personal selling

No, the answer is incorrect.

Score: 0

Accepted Answers:

Sales promotion, Public relations

4) _____ is defined as the planning, developing and presenting **1 point** 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:

Merchandising management

5) In the innovation adoption model, interest and evaluation form a part **1 point** 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: **1 point**

- 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 **1 point** 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:



Competitive parity method

8) Content driven by online metrics and integration of content and communications are features of: 1 point

- 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. 1 point

- 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 1 point

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

No, the answer is incorrect.

Score: 0

Accepted Answers:

Mature brand

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