Assignment 0

Due on 2020-01-27, 23:59 IST.

1) Which of the following refers to the process of dividing the total available market into smaller groups? 1 point
   - Segmentation
   - Targeting
   - Dividing
   - None of these
   Accepted Answers: Segmentation

2) Identify the specialty product from the following: 1 point
   - Shoe
   - Car
   - Clothes
   - Toothbrush
   Accepted Answers: Toothbrush

3) The first group of customers to adopt any new product are termed as: 1 point
   - Laggards
   - Innovators
   - Early majority
   - Late majority
   Accepted Answers: Innovators

4) The element of marketing mix which relates to the channel through which products are sold is termed as: 1 point
   - Pricing
   - Promotion
   - Place
   - None of these
   Accepted Answers: Place

5) If you are trying to safeguard a new design for a chair, which of the following are you most likely to apply for? 1 point
   - Patent
   - Trademark
   - Copyright
   - None of these
   Accepted Answers: Patent

6) Which of the following refers to a working model of a new product idea? 1 point
   - Prototype
   - Service development
   - Testing
   - None of these
   Accepted Answers: Prototype

7) New product ideas can come from: 1 point
   - Customers
   - Competitor products
   - Designers
   - All of these
   Accepted Answers: All of these

8) A company decides to ask a set of few questions to customers visiting its showroom. It selects a few customers randomly in all of its stores and expects them to fill up a small questionnaire. The company is performing a: 1 point
   - Survey
   - Focus group study
   - Testing
   - None of these
   Accepted Answers: Survey

9) Which of the following is a way to expand the market of an existing product? 1 point
   - Changing the packaging of the product
   - Introduce the product to a new market
   - All of these
   Accepted Answers: All of these

10) A new product is sometimes launched at a particular place and is given to a small set of consumers to get consumer feedback. This is termed as: 1 point
    - Market development
    - Market testing
    - None of these
    Accepted Answers: Market testing