Assignment 1
The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

1) For segmenting the market for luxury cars, an appropriate descriptor variable will be:
   - Gender
   - Income
   - Ethnicity
   - None of these
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Income

2) Heterogeneity of service signifies:
   - It cannot be touch
   - Delivery of service cannot be separated from consumption
   - Services cannot be stored or saved
   - Service quality may change over time
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Service quality may change over time

3) Which of the following is an example of a B2B transaction?
   - Shoes bought for personal use
   - Buying bread for breakfast
   - Buying machine oil for use in a factory
   - None of these
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Buying machine oil for use in a factory

4) Product mix width can be defined as:
   - Number of product lines a firm offers
   - Number of different products a firm sells
   - Variations in each product that the firm sells
   - None of these
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Number of product lines a firm offers

5) The __________ stage of the product lifecycle is characterized by an initial growth in sales followed by a plateau wherein the sales growth stagnates.
   - Decline
   - Growth
   - Introductory
   - Maturity
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Maturity

6) During which stage of the new product process is a product prototype created and tested in laboratory and on consumers?
   - Idea generation
   - Business analysis
   - Development
   - Commercialization
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Development

7) Which of the following should not be a part of competitor map for Uncle Chips?
   - Lay's
   - Tostitos
   - Lays chips
   - Hawker's chips
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Tostitos

8) Which of the following is not a probable strategy of a market leader?
   - Expanding the total market
   - Maintaining market share
   - Expanding market share
   - Follow another firm
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Follow another firm

9) Which of the following is a demographic descriptor for industrial markets?
   - Income
   - Technology utilization
   - Age
   - Social class
   No, the answer is incorrect.
   Score: 0
   Accepted Answer:
   Technology utilization

10) The processes of selecting, developing and communicating the identified value for each target segment is carried out during:
    - Positioning
    - Segmentation
    - Targeting
    - None of these
    No, the answer is incorrect.
    Score: 0
    Accepted Answer:
    Positioning