Assignment 0

You have 1 week 0 to complete this assignment. As per our norms, you have not submitted this assignment.

1. Marketing is a process that involves:
   a. Advertising
   b. Distribution
   c. Sales promotion, personal selling, and implementation
   d. Marketing research, forecasting, and planning

2. What are the components of marketing mix (4Ps of marketing) are:
   a. Product, Price, Promotions, Place
   b. Buyer, Government policies, Goods, Personal
   c. Product, Physical evidence, Promotion, Place
   d. Product, people, Physical evidence, promotion

3. Which of the following is not true of long-term relationship with customers?
   a. Buyer
   b. Good reputation
   c. Customer satisfaction
   d. Quick and quality of product

4. What of the following is not an example of a service?
   a. Book
   b. Taxi
   c. Hospital
   d. Insurance policy

5. Aggressive selling is a characteristic of which stage of marketing:
   a. Pre-launch
   b. Launch
   c. Growth
   d. Decline

6. Linear regression models following:
   a. Linear relationship variables
   b. More than two independent variables
   c. Non-linear relationship variable
   d. No correlation among independent variables

7. What is a market segmentation?
   a. Dividing products into different groups
   b. Dividing consumers into different groups
   c. Marketing research otherwise
   d. The process of dividing markets into distinct groups of buyers

8. Linear regression can use empirical variables as an independent variable:
   a. True
   b. False

9. K-Means is used to determine grand total city which customers are the best
   a. True
   b. False