

Unit 2 - week 0

Course outline

How does an NPTEL online course work?

week 0

Quiz : Assignment 0

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Week 2

Week 3

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Details Solution

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Assignment 0

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

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

- 1) Marketing is a process which aims at 2 points
- a. Advertising
 - b. Profit making
 - c. Sales planning, strategy and implementation
 - d. Creating, communicating, delivering value for customers
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 d
- 2) What are the components of marketing mix (4P's of marketing) are 2 points
- a. Product, Price, Place, Promotion
 - b. Price, physical evidence, place, people
 - c. People, process, physical evidence, purchase
 - d. Product, process, physical environment, Price
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 a
- 3) Which of the following is a key for long lasting relationship with customers? 2 points
- a. Price
 - b. Need recognition
 - c. Customer satisfaction
 - d. Quality and quantity of product
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 c
- 4) Which of the following is considered as an unsought good? 2 points
- a. Books
 - b. Cars
 - c. Mobile phones
 - d. Insurance policy
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 d
- 5) Aggressive selling is a characteristic of _____ concept of marketing. 2 points
- a. Production concept
 - b. Marketing concept
 - c. Selling concept
 - d. Product concept
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 c
- 6) Linear regression needs following: 2 points
- a. Discrete dependent variable
 - b. More than 10 independent variables
 - c. Non normal dependent variable
 - d. No correlation among independent variables
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 d
- 7) What is Market segmentation? 2 points
- a. Dividing products into distinct groups.
 - b. Dividing competitors into distinct groups.
 - c. Analyzing consumer behavior
 - d. The process of dividing markets into distinct groups of buyers.
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 d
- 8) Marketers can create natural needs of human. 2 points
- a. True
 - b. False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 b
- 9) Linear regression can't use categorical variables as an independent variable. 2 points
- a. True
 - b. False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 a
- 10) RFM analysis is used to determine quantitatively which customers are the best one. 2 points
- a. True
 - b. False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
 a