Assignment 3

Due by 2020-02-15, 23:59 EST.

1. To effective focus a group of outcomes, audience should focus on:
   a. Market Forecasting
   b. Market Segmentation
   c. Market Thrusting
   d. All of above

2. The structure of a pyramid market is usually:
   a. Dimensional
   b. Geographic
   c. Demographic
   d. None of the above

3. Cooperation is a type of:
   a. Demographic
   b. Geographic
   c. Psychographic
   d. Behavioral

4. Segments based on region is a type of:
   a. Demographic
   b. Geographic
   c. Psychographic
   d. Behavioral

5. In mass marketing, the offer varies on the mass production, mass distribution, and mass promotion to the consumer for all parties.
   a. True
   b. False

6. _________ is a set of designing the company's offering and image to occupy a distinctive place in the mind of the target market.
   a. Market Forecasting
   b. Market Segmentation
   c. Market Thrusting
   d. All of above

7. __________ is used for hierarchical clustering.
   a. True
   b. False

8. In hierarchical organizations, teams are divided into groups on the basis of their knowledge and authority to use in the analysis of a product.
   a. True
   b. False

9. Which of the following is a method of common organization?
   a. Intra-organizational clustering
   b. Inter-organizational clustering
   c. Intra-departmental clustering
   d. None of the above

10. Points of entry are those organizations are entered in order to escape from the market. The ones with older brands:
    a. True
    b. False