

Unit 5 - Week 3

Course outline

How does an NPTEL online course work?

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Week 1

Week 2

Week 3

Lecture 13 : Segmentation Targeting and Positioning

Lecture 14 : Segmentation Targeting and Positioning(Contd.)

Lecture 15 : Segmentation Targeting and Positioning(Contd.)

Lecture 16 : Segmentation Targeting and Positioning(Contd.)

Lecture 17 : Segmentation Targeting and Positioning(Contd.)

Lecture Materials

Quiz : Assignment 3

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Assignment 3

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

Due on 2020-02-19, 23:59 IST.

1) To effective focus on a group of customers, marketers should focus on: 2 points

- a. Market Positioning
- b. Market Segmentation
- c. Market Targeting
- d. All of above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

2) Dividing potential market into smaller, homogenous segments is called _____ 2 points

- a. Diversification
- b. Integration
- c. Segmentation
- d. None of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
c

3) Segmentation based on age is a type of _____ segmentation. 2 points

- a. Demographic
- b. Geographic
- c. Psychographic
- d. Behavioral

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

4) Segmentation based on region is a type of _____ segmentation. 2 points

- a. Demographic
- b. Geographic
- c. Psychographic
- d. Behavioral

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

5) In mass marketing, the seller engages in the mass production, mass distribution, and mass promotion of one product for all buyers. 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

6) _____ is an act of designing the company's offering and image to occupy distinctive place in the mind of the target market. 2 points

- a. Market Positioning
- b. Market Segmentation
- c. Market Targeting
- d. All of above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

7) Command hecluster () is used for hierarchical Clustering 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
b

8) In behavioral segmentation, buyers are divided into groups on the basis of their knowledge and attitude towards use of or response to a product. 2 points

- a) True
- b) False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a

9) Which of the following is a method of customer segmentation? 2 points

- a. Hierarchical clustering
- b. Ward's method
- c. K-mean
- d. All of the above

- a
 b
 c
 d

No, the answer is incorrect.
Score: 0

Accepted Answers:
d

10) Points-of-parity are those associations not necessarily unique to the brand but perhaps shared with other brands. 2 points

- a. True
- b. False

- a
 b

No, the answer is incorrect.
Score: 0

Accepted Answers:
a