

Unit 6 - Week 4

Course outline
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<ul style="list-style-type: none"> Lecture 18 : Demand Forecasting and Pricing Lecture 19 : Demand Forecasting and Pricing (Contd.) Lecture 20 : Demand Forecasting and Pricing (Contd.) Lecture 21 : Demand Forecasting and Pricing (Contd.) Lecture Materials Quiz : Assignment 4 Feedback Form
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Assignment 4

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

Due on 2020-02-26, 23:59 IST.

- 1) If price increases, in most cases, demand of the product _____ 2 points
- a. Decreases
b. Increases
c. Remains same
d. None of these
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 2) Which of the following is not a forecasting technique? 2 points
- a. Judgemental
b. Time series
c. Time horizon
d. Associative
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
c
- 3) If the price elasticity of demand is unit, then a fall in price _____ 2 points
- a. Increases revenue
b. Decreases revenue
c. Does not change revenue
d. None of the above
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
c
- 4) Following forecasting technique is used to analyze data obtained from the past experience. 2 points
- a. Judgemental
b. Time series
c. Time horizon
d. Associative
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 5) Delphi method is used for Time series forecast. 2 points
- a. True
b. False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 6) If the actual demand for a period is 100 units but forecast demand was 110 units. The forecast error is _____ 2 points
- a. -10
b. +10
c. -5
d. +15
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 7) The _____ is an information systems theory that models how users come to accept and use a technology. 2 points
- a. Technology acceptance model (TAM)
b. Time series model
c. Direct variation model
d. None of these
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 8) Root Mean Square Error (RMSE) tells you how concentrated the data is around the line of best fit. 2 points
- a. True
b. False
- a
 b
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
a
- 9) Which of the following is not a characteristic of "Market Introduction Stage" in product life cycle? 2 points
- a. Demands has to be created
b. Costs are low
c. Makes no money at this stage
d. Slow sales volume to start
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
b
- 10) PLC in marketing stands for _____ 2 points
- a. Production life cycle
b. Product long cycle
c. Production long cycle
d. Product life cycle
- a
 b
 c
 d
- No, the answer is incorrect.**
Score: 0
Accepted Answers:
d