

Unit 8 - Week 6

Course outline

How does an NPTEL online course work?

week 0

Week 1

Week 2

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week 5

Week 6

Lecture No 29 : Marketing Mix Models and Advertising Models

Lecture No 30 : Marketing Mix Models and Advertising Models (Contd.)

Lecture No 31 : Marketing Mix Models and Advertising Models (Contd.)

Lecture No 32 : Marketing Mix Models and Advertising Models (Contd.)

Lecture No 33 : Marketing Mix Models and Advertising Models (Contd.)

Lecture Materials

Quiz : Assignment 6

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Details Solution

DOWNLOAD VIDEOS

Text Transcripts

Live Interactive Session

Assignment 6

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

Due on 2020-03-11, 23:59 IST.

1) _____ is the only element in the marketing mix that produces revenue; the other elements produce costs.

2 points

- a. Product
- b. Promotion
- c. Price
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: c

2) Marketing Mix modeling breaks down business metrics to differentiate between contributions from marketing and promotional activities

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect. Score: 0

Accepted Answers: a

3) The key benefit of marketing mix modelling is _____

2 points

- a. Better allocation of marketing budget
- b. Better execution of ad campaigns
- c. Business scenario testing
- d. All of the above

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: d

4) _____ shows how easy it is for the supplier and consumer to change their behavior and substitute another good, the strength of an incentive over choices per the relative opportunity cost.

2 points

- a. Optimization
- b. Maximization
- c. Minimization
- d. Elasticity

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: d

5) Marketing Optimization is the process of improving the marketing efforts of an organization in an effort to maximize the desired business outcomes.

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect. Score: 0

Accepted Answers: a

6) _____ effect is a term for a consumer's favoritism towards a product.

2 points

- a. Halo
- b. Bullwhip
- c. Contrast
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: a

7) Bias is the difference between the average predictions of our model and the actual value we are trying to predict.

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect. Score: 0

Accepted Answers: a

8) Which of the following statement is true about outliers in Linear regression?

2 points

- a. Linear regression is sensitive to outliers
- b. Linear regression is not sensitive to outliers
- c. Can't say
- d. None of these

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: a

9) The function _____ returns the square root of a given value.

2 points

- a. Sqrt ()
- b. Sqrt ()
- c. Sqt ()
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: a

10) The function _____ is used for general purpose optimization

2 points

- a. max ()
- b. min()
- c. optim ()
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect. Score: 0

Accepted Answers: c