Assignment 6

Due on 2020-12-11, 23:59 EST.

1. In the context of marketing, what is the primary objective of a marketing campaign? (2 points)
   a. Product
   b. Promotion
   c. Price
   d. None of the above

2. Marketing the new product involves determining various factors to differentiate it from competitors' offerings and to target its primary audience. (2 points)
   a. Price
   b. Promotion
   c. Product
   d. All of the above

3. The key benefit of marketing is matching products to customers. (2 points)
   a. Identification of marketing budget
   b. Better execution of ad campaigns
   c. Better customer screening
   d. All of the above

4. The term “new product” refers to any product whose features have been altered or otherwise made more appealing to customers. (2 points)
   a. True
   b. False

5. The primary objective of a marketing campaign is to increase sales and revenue. (2 points)
   a. True
   b. False

6. The second difference between the curves predicts that for most consumer goods, the actual value of the product is not equal to the perceived value. (2 points)
   a. True
   b. False

7. Which of the following statements is true? (2 points)
   a. Linear regression is easy to use and linear regression is used to estimate consumer sentiments.
   b. Both are correct.
   c. None of the above

8. The function _____ is used for linear regression optimization. (2 points)
   a. Least Squares (LS)
   b. Least Mean Squares (LMS)
   c. None of the above

9. The function _____ is used for linear regression optimization. (2 points)
   a. Least Squares (LS)
   b. Least Mean Squares (LMS)
   c. None of the above

10. The function _____ is used for linear regression optimization. (2 points)
    a. Least Squares (LS)
    b. Least Mean Squares (LMS)
    c. None of the above