Assignment 0

Marketing is a process which aims at
a. Advertising
b. Profit making
c. Sales planning, energy and implementation
d. Creating, communicating, delivering value for customers

2 points

2. What are the components of marketing mix (4P's) of marketing?
   a. Product, Price, Place, Promotion
   b. Noise, physical evidence, people, places
   c. People, process, physical evidence, promotion
   d. Product, process, physical environment, Price

2 points

3. Which of the following is a key for long lasting relationship with customers?
   a. Price
   b. Need recognition
   c. Customer satisfaction
   d. Quality and quantity of product

2 points

4. Which of the following is considered as an untargeted good?
   a. Books
   b. Cars
   c. Mobile phones
   d. Insurance policy

2 points

5. Aggressive selling is a characteristic of __________ concept of marketing.
   a. Production
   b. Marketing
   c. Selling concept
   d. Product concept

2 points

6. Customer Relationship Management is about __________
   a. Acquiring the right customer
   b. Retaining the best customers
   c. Managing relationships
   d. All of the above

2 points

7. What is Market Segmentation?
   a. Dividing products into distinct groups.
   b. Dividing customers into distinct groups.
   c. Analyzing consumer behavior.
   d. The process of dividing markets into distinct groups of buyers.

2 points

8. Matrices use customer needs of buyers.
   a. True
   b. False

2 points

9. __________ is the study of how individuals, groups, or organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
   a. Consumer behavior
   b. Product cycle
   c. Buyer behavior
   d. None of the above

2 points

10. What is the benefits which company promises to deliver through its market offering is called __________.
   a. Market offering
   b. Market proposition
   c. Product offering
   d. Brand proposition

2 points