

Unit 4 - Week 3

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

● Political/ Legal Environment Part 2

● Global Marketing Research Part 1

● Global Marketing Research Part 2

○ Global Segmentation and Positioning Part 1

● Global Segmentation and Positioning Part 2

○ Quiz : Assignment 3

Week 4

Week 5

Week 6

Week 7

Week 8

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FEEDBACK

Assignment 3

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

Due on 2020-03-18, 23:59 IST.

1) One way to characterize the nature of a government is by its _____.

1 point

- political ideology
- ethnic ideology
- regional ideology
- business ideology

No, the answer is incorrect.

Score: 0

Accepted Answers:
political ideology

2) All of the following are members of the G-7 (Group of Seven) EXCEPT:

1 point

- Canada
- Switzerland
- Germany
- United States

No, the answer is incorrect.

Score: 0

Accepted Answers:
Switzerland

3) _____ may be defined as that body of rules or laws that is binding on states and other international persons in their mutual relations.

1 point

- Legal systems
- International law (or the "law of nations")
- Local law
- Napoleonic code law

No, the answer is incorrect.

Score: 0

Accepted Answers:
International law (or the "law of nations")

4) When market researchers find information that might be useful in their exploration process to already be available (usually collected for some other purpose by other data gatherers), this type of information is called:

1 point

- public information.
- primary data.
- unrestricted information.
- secondary data.

No, the answer is incorrect.

Score: 0

Accepted Answers:
secondary data.

5) One common problem with using the analogy method of determining market size is:

1 point

- cost.
- language problems.
- consumption patterns are not comparable across countries due to strong cultural disparities.
- different monetary units.

No, the answer is incorrect.

Score: 0

Accepted Answers:
consumption patterns are not comparable across countries due to strong cultural disparities.

6) There are six steps to follow in conducting global market research. The first step is to:

1 point

- develop the research design.
- define the research problem.
- determine information needs.
- collect the data (secondary and primary).

No, the answer is incorrect.

Score: 0

Accepted Answers:
define the research problem.

7) In marketing research, once the problem has been identified it is translated into:

1 point

- a secondary research search.
- a primary research search.
- specific research questions.
- a sampling process.

No, the answer is incorrect.

Score: 0

Accepted Answers:
specific research questions.

8) In a "country-as segment or aggregate segmentation," countries are classified on a _____ dimension or on a set of _____ dimensions.

1 point

- single, multiple
- single, three
- single, five
- single, eight

No, the answer is incorrect.

Score: 0

Accepted Answers:
single, multiple

9) Which of the following bases would probably be in use if a researcher were examining population size, age structure, urbanization degree, and ethnic composition?

1 point

- demographics.
- socioeconomic variables
- culture.
- political conditions.

No, the answer is incorrect.

Score: 0

Accepted Answers:
demographics.

10) PPP stands for:

1 point

- pure power parity.
- purchasing power parity.
- planning power parity.
- pleasure power parity.

No, the answer is incorrect.

Score: 0

Accepted Answers:
purchasing power parity.