

## Unit 6 - Week 5

### Course outline

How does an NPTEL online course work?

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Week 5

● Global Product Development Part 2

● Marketing Products and Services Part 1

○ Marketing Products and Services Part 2

● Global Pricing Part 1

● Global Pricing Part 2

○ Quiz : Assignment 5

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## Assignment 5

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

**Due on 2020-04-01, 23:59 IST.**

1) Which of the following considerations will be necessary when developing a global pricing strategy? **1 point**

- Nature of customers
- Amount of product differentiation
- Market integration
- All of the above

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*All of the above*

2) Companies faced with price controls can consider which of the alternatives: **1 point**

- Adapt the product line
- Shift target segments or markets
- Launch new products or variants of existing products
- All of the above

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*All of the above*

3) LEGO, the Danish toymaker, rather than worrying about finding ways to lower the price of its product in foreign markets has chosen (most LEGO sets are sold from \$6-\$223) to adopt a \_\_\_\_\_ strategy position. **1 point**

- demand-based
- premium pricing
- elastic pricing
- promotion-related pricing

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*premium pricing*

4) Firms faced with price controls can take any of the following strategies EXCEPT: **1 point**

- shift the target segment or markets.
- launch new products or variants of existing products.
- negotiate with the government.
- have the home government bring pressure on the host government.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*have the home government bring pressure on the host government.*

5) To curtail \_\_\_\_\_, firms can consider narrowing cross border price disparities. **1 point**

- parallel trade
- gray market transactions
- Both of the above options i.e. first and second
- Neither first nor second options

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*Both of the above options i.e. first and second*

6) There are two ways to deal with the price escalation phenomenon. One of these methods is to cut the export price. The other is to: **1 point**

- change the promotion strategy.
- position the product as a (super) premium brand.
- position the product as a lower quality brand.
- reduce retailer margins.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*position the product as a (super) premium brand.*

7) When McDonald's first opened their restaurants in Russia in 1990, the Big Mac meal cost 6 rubles. Three years later, the same meal cost 1,100 rubles. This would be an example of how: **1 point**

- demand can change.
- how premium pricing can damage a product.
- price elasticity works.
- inflation can damage a market

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*inflation can damage a market*

8) A key strategic issue that appears on international marketers' agendas is whether there should be a \_\_\_\_\_. **1 point**

- national brand
- regional brand
- local brand
- global brand

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*global brand*

9) Linked to the brand name is a collection of assets and liabilities called \_\_\_\_\_. **1 point**

- the trademark
- the patent
- proprietary investments
- brand equity

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*brand equity*

10) The following four branding strategies are available to markets EXCEPT: **1 point**

- solo branding.
- hallmark branding.
- family(umbrella) branding.
- flat branding.

**No, the answer is incorrect.**  
**Score: 0**

**Accepted Answers:**  
*flat branding.*