

Unit 7 - Week 6

Course outline

How does an NPTEL online course work?

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Communicating with the World Consumer Part 1

Communicating with the World Consumer Part 2

Sales Management Part 1

Sales Management Part 2

Global Logistics and Distribution Part 1

Quiz : Assignment 6

Week 7

Week 8

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Assignment 6

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

Due on 2020-04-08, 23:59 IST.

1) _____ means reducing resources to achieve more efficient and cost-effective operations.

1 point

- Rationalization
- Utility management
- Physical distribution management
- Logistic integration

No, the answer is incorrect.
Score: 0

Accepted Answers:
Rationalization

2) Which of the following is not a merits of standardization?

1 point

- Scale Economies
- Consistent Image
- Cross-Fertilization
- All of the above are the merits

No, the answer is incorrect.
Score: 0

Accepted Answers:
All of the above are the merits

3) The term "buzz marketing" or "word-of-mouth marketing" is used for:

1 point

- Viral marketing
- Direct Marketing
- Mobile Marketing
- None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Viral marketing

4) If a product were to be categorized as being heavy, bulky, and nonperishable, probably the best form of global shipping would be:

1 point

- ocean shipping.
- air freight.
- truck.
- rail.

No, the answer is incorrect.
Score: 0

Accepted Answers:
ocean shipping.

5) Research has shown that if Nike or Reebok were to be transporting their footwear from plants in Asia to the United States, they would probably choose which of the following transportation modes?

1 point

- ocean shipping
- air freight
- truck
- rail

No, the answer is incorrect.
Score: 0

Accepted Answers:
air freight

6) _____ refers to coordinating production and distribution across geographic boundaries.

1 point

- Rationalization
- Utility management
- Physical distribution management
- logistic integration

No, the answer is incorrect.
Score: 0

Accepted Answers:
logistic integration

7) If a company wished to ship semiconductor chips abroad, they would probably choose:

1 point

- ocean shipping.
- air freight.
- truck.
- rail.

No, the answer is incorrect.
Score: 0

Accepted Answers:
air freight.

8) _____ refers to tools that try to achieve marketing objectives such as increased brand awareness by boosting a self-replicating viral process through a social network, similar to the spread of a real world virus.

1 point

- Viral marketing
- Direct Marketing
- Mobile Marketing
- None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Viral marketing

9) Advertising to some extent is a _____ phenomenon.

1 point

- cultural
- social
- general
- static

No, the answer is incorrect.
Score: 0

Accepted Answers:
cultural

10) The solutions for overcoming language barriers is to involve _____ advertising agencies.

1 point

- local
- regional
- global
- transnational

No, the answer is incorrect.
Score: 0

Accepted Answers:
local