Assignment 6

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

1. Rationalization
   - Voluntary
   - Utilitarian
   - Physical distribution management
   - Legitimacy
   
   No, the answer is incorrect.

2. Which of the following is not a form of standardization?
   - Brand Equivalence
   - Consistent Image
   - Cross-Perturbation
   - All of the above are the norms
   
   No, the answer is incorrect.

3. The term "buzz marketing" or "word-of-mouth marketing" is used for:
   - Viral marketing
   - Direct Marketing
   - Mobile Marketing
   - None of the above
   
   No, the answer is incorrect.

4. If a product were to be categorized as being heavy, bulky, and nonreturnable, probably the best form of global shipping would be:
   - Ocean shipping
   - Air freight
   - Truck
   - Rail
   
   No, the answer is incorrect.

5. Research has shown that if Nike or Adidas wanted to transport their footwear from plants in Asia to the United States, they would probably choose which of the following transportation modes?
   - Ocean shipping
   - Air freight
   - Truck
   - Rail
   
   No, the answer is incorrect.

6. ____________ refers to coordinating production and distribution across geographic boundaries.
   - Rationalization
   - Voluntary
   - Utilitarian
   - Physical distribution management
   
   No, the answer is incorrect.

7. If a company wished to ship semiconductor chips abroad, they would probably choose:
   - Ocean shipping
   - Air freight
   - Truck
   - Rail
   
   No, the answer is incorrect.

8. ____________ refers to tools that try to achieve marketing objectives such as increased brand awareness by leveraging viral phenomena through social networks, similar to the spread of a real-world virus.
   - Viral marketing
   - Direct Marketing
   - Mobile Marketing
   - None of the above
   
   No, the answer is incorrect.

9. Advertising to same extent is a ____________ phenomenon.
   - Cultural
   - Social
   - Vertical
   - General
   - Static
   
   No, the answer is incorrect.

10. The solutions for overcoming language barriers is to involve ____________ advertising agencies.
    - Local
    - Regional
    - Global
    - Non-linguistic
    
    No, the answer is incorrect.