Assignment 11

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

1. ______________ is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. 1 point

   - Mass marketing
   - Market segmentation
   - Market targeting
   - Market positioning

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

2. Psychographic segmentation is based on: 1 point

   - the quantitative rate of consumer demographic analysis
   - the quantitative rate of consumer geographic analysis
   - individuals' residential patterns and life-cycle preferences
   - grouping people according to their psychological characteristics, values, and lifestyles

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

3. When companies market products on the basis of what the product's attributes will do for a given segment of consumers, they are using a powerful form of __________ segmentation known as: 1 point

   - consumer segmentation
   - benefit segmentation
   - user status segmentation
   - usage rate segmentation

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

4. Why is global marketing expensive? 1 point

   - Need for global cooperation
   - Digital communication
   - Due to global competition
   - All of the above

   No, the answer is incorrect. Score: 0
   Accepted Answers: All of the above.

5. Which of the following terms is a use of price as a competitive weapon to drive weaker competitors out of a national market? 1 point

   - Predatory pricing
   - Value pricing
   - Transfer pricing
   - None of the above

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

6. ______________ is the use of price as a competitive weapon to drive weaker competitors out of a national market. 1 point

   - Predatory pricing
   - Value pricing
   - Transfer pricing
   - None of the above

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

7. Being a global organization means: 1 point

   - customizing the product range for each segment in part
   - creating both standardized and customized products
   - creating standardized products for homogeneous markets
   - any of the above

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

8. Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics? 1 point

   - Market research
   - Global targeting
   - Global positioning
   - Global market segmentation

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

9. Income and population are two variables that can be used in __________ segmentation. 1 point

   - psychographic
   - behavioral
   - lifestyle
   - demographic

   No, the answer is incorrect. Score: 0
   Accepted Answers: None.

10. The least democratic targeting strategy in international marketing is: 1 point

    - Differentiated
    - Focused
    - Undifferentiated
    - Concentrated

    No, the answer is incorrect. Score: 0
    Accepted Answers: None.