Assignment 1

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

Due on 2020-09-30, 22:59 IST.

1) New product experts generally estimate that:
   - Up to 94 percent of products introduced in the market “don’t succeed in the long run.”
   - Up to 64 percent of products introduced in the market “don’t succeed in the long run.”
   - Up to 96 percent of products introduced in the market “don’t succeed in the long run.”
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Up to 94 percent of products introduced in the market “don’t succeed in the long run.”

2) All markets ultimately are --
   - Organizational
   - Government
   - People
   - Institutions
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   People

3) Loyal, satisfied customers are likely to:
   - Not purchase much over time.
   - Purchase once more.
   - Repurchase more over time.
   - Not purchase at all
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Repurchase more over time.

4) A firm achieves meaningful customer relationships by creating connections with its customers through careful coordination of:
   - Product, Price, Promotion.
   - People, Place, Promotion.
   - Product, Place, Promotion.
   - People, Place, Promotion.
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Product, Price, Promotion.

5) In the BCG matrix, what is the label of the horizontal and vertical axis?
   - Industry attractiveness & Business Strength
   - Market share & Industry Growth rate
   - Industry Growth Rate & Industry attractiveness
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Market share & Industry Growth rate

6) The Ansoff Matrix is mainly concerned with:
   - Strategic Direction
   - Analyzing Competition
   - Product Promotion
   - International Expansion
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Strategic Direction

7) Which of the following could be an opportunity?
   - Streamlining processes and procedures
   - Moving into new market segments that offer improved profits
   - Damaged reputation
   - An acquisition in your home market
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Moving into new market segments that offer improved profits

8) Planning gap is the difference between the ________ to reach a new goal and the ________ of an plan already in place.
   - Projected path and Projected result
   - Projected path and Actual result
   - Actual result and Actual result
   - Actual path and Projected results
   
   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Projected path and Projected result

9) The part of consumer income that remains after paying taxes and necessities is referred to as __________, and is used for luxury items.
   - Disposable income
   - Discretionary income
   - Gross income
   - Net income

   No, the answer is incorrect
   Score: 0
   Accepted Answers:
   Disposable income

10) A common industry structure which occurs when a few companies control the majority of industry sales is known as
    - Pure competition
    - Monopolistic competition
    - Oligopoly
    - Pure monopoly

    No, the answer is incorrect
    Score: 0
    Accepted Answers:
    Oligopoly