Assignment 2

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

1) ________ refers to a formal statement of ethical principles and rules of conduct.
   - Law
   - Principles
   - Code of ethics
   - Norms
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Code of ethics

2) ________ has replaced the Consumer Protection Act, 1986.
   - Consumer Protection Act, 2009
   - Consumer Protection Act, 2019
   - Consumer Protection Act, 2016
   - Consumer Protection Act, 2012
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Consumer Protection Act, 2019

3) Scanning your memory for previous experiences with products or brands is also known as?
   - Memory search
   - Internal search
   - External search
   - Experience search
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Internal search

4) Consumer's evaluative criteria of a brand represents?
   - Objective attributes
   - Subjective attributes
   - Both
   - None of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Both

5) Psychology helps marketers understand ________ and ________ consumers behave as they do.
   - why and how
   - what and how
   - what and when
   - why and what
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - why and how

6) When you see or hear messages without being aware of it is called?
   - Cognitive dissonance
   - Subliminal comprehension
   - Selective perception
   - Subliminal perception
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Subliminal perception

7) The influence of people during conversations is called?
   - Gate pitch
   - Word of mouth
   - Drip
   - None of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Word of mouth

8) Socio-cultural influences, which evolve from a consumer's formal and informal relationships with other people, involve?
   - Personal influences only
   - Reference groups only
   - Family influence, culture and sub-culture
   - All of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - All of the above

9) Derived demand is based on?
   - Past consumer demand
   - Current consumer demand
   - Expectation of future consumer demand
   - None of the above
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   - Expectation of future consumer demand

10) A deliberate effort by organizational buyers to build relationships that shape suppliers' products, services, and capabilities to fit a buyer's needs and those of its customers is known as?
    - Supplier development
    - Buyer development
    - Service development
    - Customer development
    No, the answer is incorrect.
    Score: 0
    Accepted Answers:
    - Supplier development