Assignment 3

Due on 2020-10-07, 23:09:15

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

1) The individuals in this group share common goals, risks, and knowledge important to a purchase decision and participate in buying process. This group is ___ power known as?
- Buying group
- Informal group
- Buying Centre
- Formal group
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Buying Centre

2) People who affect the buying decision, usually by helping define the specifications for what is bought are known as?
- Deciders
- Users
- Purchasers
- Influencers
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Influencers

3) WTO/Moratorium (Organisation) officially commenced on ____________, replacing the General Agreement on Tariffs and Trade (GATT)
- 1st April, 1964
- 1st January, 1995
- 5th May, 1994
- 4th February, 1964
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Import duties
- Tariff
- Export duties
- None of the above

4) By limiting the quantity of foreign products, _________________ helps domestic industries retain a certain percentage of the domestic market.
- Import duties
- Tariff
- Export duties
- None of the above
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Import duties

5) ________________ represent the normal and expected ways of doing things in a specific country.
- Venues
- Customs
- Culture
- Rituals
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Customs

6) Which of the following global mental-entity strategies allows a company to make the least number of changes in terms of its product, its organization, and even its corporate goals?
- Expanding
- Joint Venture
- Licensing
- Franchising
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Expanding

7) Which of the following is not a form of secondary data?
- Voting records
- Government reports
- Newspaper and print reports
- Questionnaire data
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Voting records

8) _________________ is a specialized observational approach in which trained observers seek to discover subtle behavioral and emotional reactions as consumers encounter products in their "natural use environment," such as in their home or car.
- Mystery shopping
- Ethnographic research
- Focus group
- Survey
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Ethnographic research

9) ________________ is the extraction of hidden predictive information from large databases to find statistical links between consumer purchasing patterns and marketing actions.
- Data mining
- Data warehousing
- Data collection
- Data mining
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Data mining

10) _________________ is the judgement made by the person who must act on the results of the forecast and involves estimating the value to be forecasted without any intervening data.
- Closest forecast
- A last-dose forecast
- Trend extrapolation
- Survey of prospective buyers
No, the answer is incorrect.
Score: 0
Accepted Answers:
- Closest forecast