Assignment 4

Due on 2020-10-14, 23:59 IST

1) Zippos.com is an online shoe and clothing retailer based in?  
   - Germany  
   - United States  
   - Australia  
   - United Kingdom
   **Correct Answer:** United States
   **Score:** 0
   **Accepted Answers:**

2) Dell Computers follows a popular segmentation strategy, which is known as?  
   - Mass customization  
   - One-line product multiple segments  
   - Multiple products multiple segments  
   - None of the above
   **Correct Answer:** One-line product multiple segments
   **Score:** 0
   **Accepted Answers:**

3) Behavioral segmentation is primarily based on?  
   - Usage rate  
   - Gender of the customer  
   - City where customers live  
   - Income of the customer
   **Correct Answer:** Usage rate
   **Score:** 0
   **Accepted Answers:**

4) The technique which is known as "frequency marketing" basically focuses on?  
   - Price of the product  
   - Usage rate  
   - Packaging of the product  
   - Age of the customer
   **Correct Answer:** Usage rate
   **Score:** 0
   **Accepted Answers:**

5) When there is a change in customers' tastes and competition, you must?  
   - Alter your strategies when necessary  
   - Stick to your current strategy  
   - Leave the market immediately  
   - None of the above
   **Correct Answer:** Alter your strategies when necessary
   **Score:** 0
   **Accepted Answers:**

6) ________ refers to the place a product occupies in consumers' minds based on important attributes relative to competitive products.  
   - Branding  
   - Product positioning  
   - Product targetting  
   - Segmentation
   **Correct Answer:** Product positioning
   **Score:** 0
   **Accepted Answers:**

7) Fire Extinguishers are an example of ________  
   - Specialty products  
   - Linenight products  
   - Convenience products  
   - Shopping products
   **Correct Answer:** Convenience products
   **Score:** 0
   **Accepted Answers:**

8) Choose the correct option:  
   - Composites: Short-term goods and services that facilitate developing or managing the finished product  
   - Capital Items: Long-lasting goods that facilitate developing or managing the finished product  
   - Supplies and business services: Goods such as portable factory tools (hand tools, lift trucks) and office equipment (desktop computers, desks) and don't become part of a finished product  
   - Equipment: Goods that enter the manufacturer's product completely
   **Correct Answer:** Supplies and business services: Goods such as portable factory tools (hand tools, lift trucks) and office equipment (desktop computers, desks) and don't become part of a finished product
   **Score:** 0
   **Accepted Answers:**

9) Irresponsibility in context of services means that?  
   - the consumer cannot distinguish the service location from the service itself  
   - the consumer cannot distinguish the service provider from the service brand  
   - the consumer cannot distinguish the service brand from the service receiver  
   - the consumer cannot distinguish the service provider from the service itself
   **Correct Answer:** the consumer cannot distinguish the service location from the service itself
   **Score:** 0
   **Accepted Answers:**

10) ____________ is a tendency for consumers to shy away from products that appear to be feature-rich  
    - Feature Bloat  
    - Feature Fatigue  
    - Feature expansion  
    - Feature frustration
    **Correct Answer:** Feature Fatigue
    **Score:** 0
    **Accepted Answers:**