Assignment 6

Due on 2020-10-28, 23:59 IST

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

1) After estimating the demand and costs associated with alternative prices, a company has chosen to price its product in such a way that its gains the highest % point rate of return on its investment. The company is choosing to ________
   ○ maximize market share
   ○ skin the market
   ○ become a product-quality leader
   ○ maximize current profit
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Revenue Curved profit

2) Given that a firm's break-even quantity is 4.075 units, variable cost is Rs. 17 and fixed cost is Rs. 32,000. What should be the selling price of the firm at ________ point Profit-void point?
   ○ Rs 18
   ○ Rs 19
   ○ Rs 20
   ○ Rs 21
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Rs 20

3) One popular product of Tetley is ________ point
   ○ Amaas plane
   ○ Ladda
   ○ Specialty Tea
   ○ Text
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Specialty Tea

4) Amazon.com started as a marketing distribution channel for ________ point
   ○ Automobiles
   ○ Recreation services
   ○ Personal Computers
   ○ Books
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Books

5) The distribution system where only one retailer in a specified geographical area carries the firm's products is known as ________ point
   ○ Selective distribution
   ○ Intensive distribution
   ○ Exclusive distribution
   ○ Normal distribution
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Exclusive distribution

6) An important requirement when buyers have limited knowledge or when they desire specific data about a product or service. This important requirement ________ point
   ○ Convenience
   ○ Information
   ○ Variety
   ○ Sales services
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Information

7) In supermarkets and other retail outlets, RFID is used to ________ point
   ○ change prices instantaneously
   ○ check for spoilage or damage to goods
   ○ advertise special offers and discounts
   ○ monitor inventory and track goods
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Monitor inventory and track goods

8) Jatin wants to open a Subway franchise in his small town. To do this, he must pay the company a ________ point
   ○ Share of his profit
   ○ Ownership Title
   ○ Royalty
   ○ Merchandising
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Royalty

9) A factory outlet is an example of ________ retailer ________ point
   ○ ePrice
   ○ specialty
   ○ discount
   ○ apartment
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Specialty

10) ________ includes all the activities in selling goods or services to those who buy for resale or business use ________ point
   ○ Retailing
   ○ Wholesaling
   ○ Procurment
   ○ Paymanning
   No, the answer is incorrect.
   Scale: 3
   Accepted Answers:
   Wholesaling