Unit 3 - Case Analysis, Suryodaya case, Marketing System, Input-Output Map

Course outline

Assignment 2

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

Assignment 2

1. Case analysis should be justified with facts and figures. 1 point
   - Performance of an organization over a period of time.
   - Information on organizational history and operational environment.
   - Data related to functional areas like Marketing, Finance, Operation and Human Resources
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

2. Objectives of case analysis are:
   1 point
   - To ensure wide application of theoretical knowledge in practice.
   - To get into the habit of diagnosing problems, analysis and evaluation of alternatives and formulation of an action plan.
   - To learn and understand that the answers to practical problems
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

3. Benefits of case method are:
   1 point
   - clearer thinking in complex situations
   - developing consistent, accurate and creative action plans
   - application of qualitative knowledge
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

4. Key financial ratios used in case analysis are:
   1 point
   - Profitability ratio
   - Activity ratio
   - Risk ratio
   - Liquidity ratio
   - Asset turnover
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

5. Return on customer equity is:
   1 point
   - Profitability ratio
   - Activity ratio
   - Liquidity ratio
   - Activity ratio
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

6. Average collection period is:
   1 point
   - Liquidity ratio
   - Profitability ratio
   - Other ratio
   - Activity ratio
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

7. Suryodaya case issues:
   1 point
   - Introducing gas stoves in Urban slum market
   - Introduction of new methodology in cooking
   - Introduction of new products
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

8. Iramah and others' gas stove insertions in Suryodaya case stressed on:
   1 point
   - Cleanliness, hygiene factors
   - Use of fat burning cooking stoves
   - Use of stove lighter
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

9. Complaints about the gas stove in Suryodaya case related to:
   1 point
   - Installation on tradition
   - Safety factor
   - No storage capacity warnings
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above

10. The proposed product in in Suryodaya case was to replace:
   1 point
   - Segreg
   - Chemical
   - Mechanics
   All the above
   No, the answer is incorrect.
   Scale: 5
   Feedback:
   All the above