Assignment 7

Due on 2020-03-16, 20:00 IST.

1. The rule of submitting this assignment has passed. We are not accepting submissions for this assignment.

Tasks: 1 point

2. List the tasks of the mobile phone manufacturing company and determine the impact of individual tasks such as design and testing, sales and marketing, and supply chain management.

Supply Chain: 1 point

3. In the study of how individuals, groups, organizations, culture, and gender affect day-to-day, week-to-week, or more specific organizational behavior, this study focuses on:

A. Legal environment
B. Strategy implementation
C. Consumer behavior
D. Marketing strategy

Marketing strategy: 1 point

4. People in his neighborhood usually depend on his suggestions for purchasing any new computer software or a 4-point car because he has access to more information on computer technology than the average consumer. The neighbors also say that, except for the cost, they trust his recommendation and judgment for understanding the technical properties of the products. Write a letter to him, as a trusted colleague, explaining the following:

A. Product research
B. Market analysis
C. Competitor analysis
D. Consumer behavior

Consumer behavior: 1 point

5. A ______ refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental situations.

Personality: 1 point