RIZ MUGHAL



QUIZ MASTER

MGT301 Quiz 2 (LEC 78 to 107)

100% correct solution.

For more information you can visit my channel and for any type of help related to CS619 you can contact me.

YOUTUBE CHANNEL:

https://www.youtube.com/channel/UCINsFwDiB62SValCcPDZbRQ/playlists

FACEBOOK GROUP:

https://www.facebook.com/groups/923887914750307

MGT301:Quiz No.2 Quiz Start Time:

Question # 1 of 10 (Start time: 12:42:52 PM, 27 January 2021)

Many marketers believe that behavior variables are the best starting point for building market segments.

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Select the correct option

- (●) True
- ( ) False

MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January

Question # 2 of 10 (Start time: 12:43:09 PM, 27 January 2021) Total Ma

Product support services identify the product or brand, describe several things about the product, and promote the product through attractive graphics.

Select the correct option

- ○ True
- ◉ False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January 20

Question # 3 of 10 (Start time: 12:43:26 PM, 27 January 2021) Total Marks

Shopping For The Rich and Famous is a buying service that helps wealthy clients find the best buys in exclusive clothing, high-end cars, travel, and financial services. This firm would use income segmentation.

Select the correct option

- (●) True
- ( ) False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January 20

Question # 4 of 10 (Start time: 12:43:42 PM, 27 January 2021) Total Marks

In a product business, products are fairly standardized and can sit on shelves waiting for customers. In a service business, the customer and front-line service employee interact to create the service.

Select the correct option

- (●) True
- ( ) False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27

Question # 5 of 10 (Start time: 12:43:57 PM, 27 January 2021)

In international product and service marketing, it is important to know what different colors mean to different countries.

Select the correct option

- (●) True
- ( ) False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January 20

Question # 6 of 10 (Start time: 12:44:12 PM, 27 January 2021) Total Marks

Because there is such variation among the economies of countries around the world, it is not practical to segment international markets on the basis of economic factors.

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Select the correct option

- True
- False

MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January 2021

Question # 7 of 10 (Start time: 12:44:33 PM, 27 January 2021) **Total Marks:** 1

When Kia offers a new model of car with the same features as a comparable Toyota or Ford and provides a longer warranty, it is following a more-for-less strategy.

Select the correct option

- ○ True
- ◉ False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January 2

Question # 8 of 10 (Start time: 12:44:49 PM, 27 January 2021) **Total Mar**

Programs that include public health campaigns to reduce smoking, alcoholism, drug abuse, and overeating are examples of the social idea known as social marketing.

Select the correct option

- (●) True
- ( ) False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January

Question # 9 of 10 (Start time: 12:45:04 PM, 27 January 2021) Total Ma

Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.

Select the correct option

- ○ True
- ◉ False

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MGT301:Quiz No.2 Quiz Start Time: 12:42 PM, 27 January 2021

Question # 10 of 10 (Start time: 12:45:19 PM, 27 January 2021) **Total Marks:** 1

Unsought products are products and services that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.

Select the correct option

- ○ True
- ◉ False

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2nd account

MGT301:Quiz No.2 Quiz Start Time: 12:49 PM, 27 January

Question # 1 of 10 (Start time: 12:49:09 PM, 27 January 2021) Total Mar

Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.

Select the correct option

- ○ True
- ◉ False

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MGT301:Quiz No.2

Question # 2 of 10 (Start time: 12:49:24 PM, 27 January 2021)

Packaging does not include the material necessary to ship a product.

Select the correct option

○	True
◉	False

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MGT301:Quiz No.2 Quiz Start Time: 12:49 PM, 27 January 202

Question # 3 of 10 (Start time: 12:49:36 PM, 27 January 2021) Total Marks:

Today, most companies have moved away from mass marketing and are being choosier about the customers with whom they wish to build relationships.

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Select the correct option

- (●) True
- ( ) False

MGT301:Quiz No.2 Quiz Start Time: 12:49 PM, 27 January 2021

Question # 4 of 10 (Start time: 12:49:51 PM, 27 January 2021) **Total Marks:**

Dove marketers can go beyond the brand's cleansing cream attributes and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning.

Select the correct option

- ○ True
- ◉ False

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MGT301:Quiz No.2

Question # 5 of 10 (Start time: 12:50:03 PM, 27 January 2021)

An aspect of managing service differentiation is in the company's service delivery.

Select the correct option

- (●) True
- ( ) False

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MGT301:Quiz No.2 Quiz Start Time: 12:49 PM

Question # 6 of 10 (Start time: 12:50:14 PM, 27 January 2021)

In international product and service marketing, it is important to know what different colors mean to different countries.

Select the correct option

- (●) True
- ( ) False

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MGT301:Quiz No.2 Quiz Start Time: 12:49 PM, 27 January 20

Question # 7 of 10 (Start time: 12:50:28 PM, 27 January 2021) Total Marks

In evaluating different market segments, a firm must look at three factors: segment size and growth, segment structural attractiveness, and company objectives and resources.

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Select the correct option

- (●) True
- ( ) False

MGT301:Quiz No.2 Quiz Start Time: 12:49 PM, 27 January

Question # 8 of 10 (Start time: 12:50:42 PM, 27 January 2021) Total M

An example of service variability is that within a given Marriott hotel, one registration-desk employee may be cheerful and efficient, whereas another may be unpleasant and slow.

Select the correct option

- (●) True
- ( ) False

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Question # 9 of 10 (Start time: 12:50:55 PM, 27 January 2021)

Each firm should be able to find a single way to segment each market.

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Select the correct option

- ○ True
- ◉ False

MGT301:Quiz No.2 Quiz Start Time

Question # 10 of 10 (Start time: 12:51:07 PM, 27 January 2021)

When a company introduces a new brand name in the same product category, it is called line extension.

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Select the correct option

- ○ True
- ◉ False