

VIRTUAL UNIVERSITY OF PAKISTAN

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CORRECT ANSWER SOLVED BY HADI
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(Final Term Past Paper)



MADE AND SOLVED BY TEAM HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.



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Best of luck!

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Question # 8 of 10 (Start time: 07:36:59 PM, 26 January 2023)

Total Marks: 1

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

Select the correct option

True

☐

False

☒

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Question # 3 of 10 (Start time: 07:32:55 PM, 26 January 2023)

Total Marks: 1

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

☒	False
☐	True

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Question # 1 of 10 (Start time: 08:25:07 PM, 25 January 2023)

Total Marks: 1

Gender segmentation has long been used in clothing, cosmetics, toiletries, and magazines.

Select the correct option

☐	False
☒	True

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Question # 5 of 10 (Start time: 08:30:59 PM, 25 January 2023)

Total Marks: 1

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

☐	False
☒	True

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Question # 4 of 10 (Start time: 08:30:16 PM, 25 January 2023)

Total Marks: 1

A company's product mix has four important dimensions: width, length, depth, and consistency.

Select the correct option

☒	True
☐	False

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Question # 3 of 10 (Start time: 08:28:42 PM, 25 January 2023)

Total Marks: 1

We define a service as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.

Select the correct option

☒	True
☐	False

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Question # 10 of 10 (Start time: 08:33:49 PM, 25 January 2023)

Total Marks: 1

Co-branding is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail, tax preparation, and home repair.

Select the correct option

☒	True
☐	False

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Question # 6 of 10 (Start time: 08:31:31 PM, 25 January 2023)

Total Marks: 1

Style is a larger concept than design. Design describes the appearance of a product.

Select the correct option

☒	False
☐	True

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Question # 8 of 10 (Start time: 08:32:34 PM, 25 January 2023)

Total Marks: 1

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.

Select the correct option

☐	False
☒	True

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Question # 2 of 10 (Start time: 08:27:36 PM, 25 January 2023)

Total Marks: 1

Behavioral segmentation requires finding the major advantages or features people look for in the product class, the kinds of people who look for each advantage or feature, and the major brands that deliver each advantage or feature.

Select the correct option

☒	False
☐	True

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