Unit 4 - Week 2

Course outline

How does an NPTEL online course work?
Week 0
Week 1
Week 2
- Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility Part 2
- Understanding Consumer Behavior Part 1
- Understanding Consumer Behavior Part 2
- Understanding Consumer Behavior Part 3
- Understanding Organizations as Customers Part 1
- Quiz : Assignment 2
- Solution for Assignment 2

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Assignment 2

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

Due on 2020-09-30, 23:59 IST.

1) _____ refers to a formal statement of ethical principles and rules of conduct. ***1 point***

- Laws
- Principles
- Code of ethics
- Norms

No, the answer is incorrect.
Score: 0
Accepted Answers:
Code of ethics

2) _____has replaced the Consumer Protection Act, 1986. ***1 point***

- Consumer Protection Act, 2009
- Consumer Protection Act, 2019
- Consumer Protection Act, 2016
- Consumer Protection Act, 2012

No, the answer is incorrect.
Score: 0
Accepted Answers:
Consumer Protection Act, 2019

3) Scanning your memory for previous experiences with products or brands is also known as? ***1 point***

- Memory search
- Internal search
- External search
- Experience search

No, the answer is incorrect.
Score: 0
Accepted Answers:
Internal search

4) Consumer's evaluative criteria of a brand represents? ***1 point***

- Objective attributes
- Subjective attributes
- Both
- None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
Both

5) Psychology helps marketers understand _____and_____consumers behave as they do. ***1 point***

- why and how.
- what and when
- what and how
- none of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
why and how.

6) When you see or hear messages without being aware of, it is called? ***1 point***

- Cognitive dissonance.
- Subliminal comprehension
- Selective perception
- Subliminal perception

No, the answer is incorrect.
Score: 0
Accepted Answers:
Subliminal perception

7) The influencing of people during conversations is called? ***1 point***

- Sales pitch
- Word of mouth
- Gossip
- None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
Word of mouth

8) Sociocultural influences, which evolve from a consumer's formal and informal relationships with other people, involve? ***1 point***

- Personal influences only
- Reference groups only
- Family influence, culture and sub-culture
- All of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
All of the above

9) Derived demand is based on? ***1 point***

- Past consumer demand
- Current consumer demand
- Expectation of future consumer demand
- None of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
Expectation of future consumer demand

10) A deliberate effort by organizational buyers to build relationships that shape suppliers' products, services, and capabilities to fit a buyer's needs and those of its customers is known as? ***1 point***

- Supplier development
- Buyer development
- Service development
- Customer development

No, the answer is incorrect.
Score: 0
Accepted Answers:
Supplier development