**Offline Assignments 1 – Marketing Management**

**Registration No. –MIT2023001933**

**Student Name – soubhagya manjari swain**

**Course - pgdm**

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| 1. Dettol has recently launched an antibacterial wipes and Fabric sterilizer. This is called   Answer :   |  |  |  |  |  | | --- | --- | --- | --- | --- | | New Product line | Increase in product mix width | Increase in Product length | All of the above |  | |  |  |  |  |  | |
| 1. Along with its appeal of beauty sap Santoor has started communicating about its new anti germ quality in communication which is an example of   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Branding | Advertising | Repositioning | None of the above | |
| 1. Offering 2 lit pouch of Dettol antiseptic handwash is an example of   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Multipack strategy | Ecological packing | Refill packing | Economy packing | |
| 1. Tooth brush with cartoons on it and of attractive designs indicates company's segmentation based on   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Gender | Age | Lifestyle | Income | |
| 1. For analysing the SBUs of ITC, company will use which of the following tools   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Ansoff's matrix | Porters five fources | SWOT | BCG matrix | |
| 1. Airline industry can be considered as not so attractive industry for new entrant in the market because of   Answer :   |  |  |  |  | | --- | --- | --- | --- | | High bargaining power of consumers | Substitutes | Entry Barriers | None of the above | |
| 1. Unstable environment in any of the country where you want to establish your business can be considered as part of   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Macro environment | Micro environment | Both of the above | None of the above | |
| 1. Before purchasing the new car for your family, which steps have you not gone through   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Identifying needs | Evaluating alternatives | Discussion with friends | All of the above | |
| 1. Company wants to understand changing behaviour of the customers due to Pandemic which type of market reseach they can opt for   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Qualitative | Quantitative | Survey | 1 ans 2 | |
| 1. Reliance Jio has used which of the following strtaegy to penetrate in the market   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Service Leadership | Cost Leadership | Cost Focus | Differntiation | |
| 1. Mother earth brands appeal of all natural ingredients is an example of   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Price differentiation | Product Differentiation | Distribution differentiation | None of the above | |
| 1. Which of the following is an example of Merger and acquisition   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Flipkart and Myntra | Tata and Starbucks | Tata and Fiat | None of the above | |
| 1. Products those are in their growth phase of PLC shows the peculiar characteristics like   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Low competition and increasing sales | No profit , no loss | High competition and Increasing sales | Sales at peak and profit also at peak, | |
| 1. Put yourself in the shoes of Manager of a Consumer electronics company who wants to project the sales of their seasonal products like AC. Which method of forecasting you will   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Break even analysis | Experts opinion | Past sales analysis | Market test method | |
| 1. MC donalds and burger king are entering in many countries through which mode   Answer :   |  |  |  |  | | --- | --- | --- | --- | | Digitalisation | Dealerships | Agents | Franchising | |