

Offline Assignments 2 – Marketing Management

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Course - PGDM - Operations Management

1) Fiama, A premium brand of personal care is owned by

HUL	P&G	Johnson and Johnson	ITC ✓
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2) Lowest price which customer would like to buy but not affordable for company is called as

Floor price	High price	Selling Price ✓	None of the above
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3) First Gap in service model which occurs due to not anticipating needs of customers is called as

Policy gap ✓	Knowledge Gap	Communication Gap	Service delivery Gap
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4) Services are delivered and consumed simultaneously. This characteristic is called as

Lack of ownership	Intangibility	Inseparability ✓	Heterogeneity
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5) _____ pricing strategy talks about initially charging lowest price and then increasing price once demand created in the market

Skimming	Penetration	Discounting	Introductory ✓
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6) Comprehensive examination of a brand to discover its sources of brand equity is known as

Brand Management	Brand audit ✓	Brand tracking	Brand value chain
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7) Brand name, colour, mascot, celebrity, flagship product etc. are called as

Brand Personality	Brand hierarchy ✓	Brand Audit	Brand association
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8) At the introductory phase of product the most effective sales promotion tool is

Discounting	Sampling ✓	Contest	Premium
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9) Basic objective of Integrated Marketing communication is

Effective communication through minimum cost ✓	Earn more profit	Positioning	None of the above
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10) Using third party having fan following and expertise in the field for promoting brand/ product is called as

Search Engine Optimisation	Content Marketing	Influencer marketing ✓	Celebrity marketing
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