## Sem-01, Offline Assignments 1 – Marketing Management-

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**Course - PGDM in Construction and Project Management**

1. Dettol has recently launched an antibacterial wipes and Fabric sterilizer. This is called
Answer : New Product Line

2. 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 : Repositioning

3. Offering 2 lit pouch of Dettol antiseptic handwash is an example of
Answer : Economy Packing

4. Tooth brush with cartoons on it and of attractive designs indicates company's segmentation based on
Answer : Age

5. For analysing the SBUs of ITC, company will use which of the following tools
Answer : BCG matrix

6. Airline industry can be considered as not so attractive industry for new entrant in the market because of
Answer :Entry Barriers

7. Unstable environment in any of the country where you want to establish your business can be considered as part of
Answer :Macro Environment

8. Before purchasing the new car for your family, which steps have you not gone through
Answer : Discussion With Friends

9. Company wants to understand changing behaviour of the customers due to Pandemic which type of market reseach they can opt for

Answer : Survey

10. Reliance Jio has used which of the following strtaegy to penetrate in the market

Answer : Cost Leadership

11. Mother earth brands appeal of all natural ingredients is an example of

Answer : Product Differentiation

12. Which of the following is an example of Merger and acquisition

Answer : Tata and fiat

13. Products those are in their growth phase of PLC shows the peculiar characteristics like

Answer : High Competition and Increasing Sales

14. 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 : Past Sales Analysis

15. MC donalds and burger king are entering in many countries through which mode

Answer : franchising