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Intro

The co-branding is also known as

The number of variants of each product offers in a line is classified as

The formal statement by the manufacturer of the product regarding its performance is classified as

The examples of non-durable goods are

In branding, when two or more well perceived brands collaborate together to market product is classified as

The capital items include

The group of related items in a large variety that performs tasks in compatible manner is classified as

The examples of farm products are included

The shopping goods that are similar in quality and have different prices to justify the comparisons of shopping goods are classified as

The perishable, variable and intangible goods that require more supplier creditability, adaptability and quality control are classified as

The kind of goods that are purchased by customer's after comparing the products on the basis of price, quality and sustainability are classified as

The system states the way which users use the products and its related services is classified as

The examples of natural products include

The ability of company to meet the product demands of each customer is classified as

The kind of convenience goods that are purchased by consumer's without any searching effort are classified as

The pricing technique uses by companies for the products having optional services and features is classified as

The short term goods and services that are used to facilitate the management of finished product are classified as

The concept which refers how well the services or products are brought from company to customers is classified

If the company carries 6 product lines and total length of each product line is 24 then the average length of product line will be

The special technique of co-branding which builds the brand equity for components or materials containing different branded products is classified as

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The system in which company creates partnerships with different channels to deliver their market offering is classified

The strategy of marketing channel system in which company's sales force carry, promote and sell products to end

Considering marketing channel system, the strategies used by companies to manage intermediaries are

The situation when companies use two or more different channels is classified as

When consider marketing channels, the examples of agents are

Considering marketing channels, the examples of facilitators are

The marketing channel strategy is used for products with low brand loyalty and product, is an impulse item is

The policy which allows producers to make a list of discounted price, that are seen equitable for all intermediaries

In marketing channels, the intermediaries whose function is to buy, label and resell the goods are classified as

The kind of shoppers that care of their spending and buying products wisely are classified as

The service outputs produced by the customers are

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Marketing Management

The shopping goods that differs on the basis of services and features rather than price are classified as
All the items including in product line that share more than one form of particular products are classified as

The product line stretches in which a Company wants to enter into new high end market to seek higher margins and more growth opportunities is called

The pricing technique in which variable fee is charged with a fixed fee are classified as

The product line stretching in which a Company wants to introduce the low priced product line to seek strong growth opportunities are classified as

The group of products on the basis of tangibility and durability include

The concept which states all the activities for making the product operational on planned location is classified as

The technique according to which the Company can lengthen product line beyond the current carrying range of products is classified as

The groups in which industrial goods can be classified are

The technique for product line length in which Company wants to add more product items in the present range is classified as

The products can be differentiated on the basis of

The two ways in which a Company lengthens its carrying product line are

The measurement of probability will not fail to perform the promised features of product is classified as

The pricing technique is used by seller's that offer their products in the bundles only is classified as

According to product hierarchy, the group of products that perform similar functions including the recognized product class is classified as

The type of goods that are tangible in nature and can be consumed in few uses are classified as

In the product hierarchy, the product variant or item is classified as

The product returns can be eliminated with better packaging, improved storage and transportation is classified as

In fifth level of customer value hierarchy, the marketer converts the augmented products into

The kind of convenience goods that are purchased by consumer's for an urgent need are classified as

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Intro

The industries such as media buying, energy management and advertising agencies are classified as

The process of allowing flexibility for unanticipated events is classified as

The recognition of extrinsic and interpersonal influences emphasize on strengthening of

The purchases of schools, nursing homes, prisons and other institutions are classified as

In modified rebuy, the supplier's who want to protect their business are classified as

In straight rebuy buying mode, the business buyer makes the

The expenditures that are tailored to particular value chain and organization are classified as

The business buyers seek the benefits in economic, social and technical terms and in total classified as

The stronger buyer and seller ties are facilitated in

The industrial strategy to build large scale industries by bidding process is classified as

The buying mode which requires additionally participants at buyer's and supplier's end is best classified as

The markets which include buying from manufacturers rather than intermediaries is classified as

In modified rebuy, the supplier's that see opportunities to expand business are classified as

In new-task buying mode, the business buyer makes the

MCQ 15: When customers are given with the perspective that allows the company to put its best services forward are classified

The buying situation in which supplier's make effort to maintain material's quality is classified as
The individuals or groups that influence buying decision and provide information of alternatives are classified as

The buying situation in which purchases are ordered from supplier's on an approved list is classified as

The individuals who use the products and initiate defining the product requirements are classified as

The market which consists the large number of buyers of product that are supplied, rented or sold to others is

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Intro

In marketing, the relative employee satisfaction' is the best classified as

The type of research in which the finders use tools from social sciences disciplines is called

The first step in marketing research process is to

In sampling plan, the question 'To whom should we survey?' is the part of

A coordinate collection of procedures, data, systems with supporting hardware and software is defined as

The approaches, used to measure marketing productivity are

The research is designed to study causes and effects relationships and eliminating competing explanations is called

The brand awareness and market share is classified as

The technique to ask respondent's for identify possible brands association in consumer minds is classified as

The type of research in which researcher observes customer's databases and catalog purchases is said to be

A company's survey to access people's knowledge, preferences and beliefs are classified as

In marketing metrics, the willingness to change' is best classified as

The technique of asking respondent's for completing presented sentences is said to be

The 'consumer's satisfaction' level is classified as

The collection of data through primary and secondary data sources is classified as

The technique of asking in which the researcher is asked to write first word to come in mind is classified as

An analysis of long term marketing impacts through measuring brand equity is called

A company's overall financial health of brand and future customer perspective is classified as

The 'customer loyalty or retention' is the best classified as

The technique in which the people create picture of collage or other drawings to depict consumer's perceptions is

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