Question # 2 of 10 (start time: 10:50:18 AM, 03 February 2022)

Total Marks:

Relationship of cause and effect is called?

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select the correct optio

0	Observational Research
0	Experimentation
0	focus group
0	Survey Method









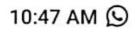




MOT21	1 - Introduction To Business (Quiz # 3)	Quiz Start Time: 10:39 AM, 03 Febro
Questi	on # 10 of 10 (Start time: 10:49:25 AM, 03 February 2022)	Tota
DSS	stands for	
Select	the correct option	
0	Data support system	
0	Data supervision system	
0	Decision support system	
0	None of the given options	
		Click to Saye Answer & Move to Next Que

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Juestion # 9 of 10 (Start time: 10:48:28 AM, 03 February 2022)

uesin	on a sor to I seem time. to see and, or recovery 2022
	AC claims that their AC cooling capacity is 15 centigrade but customers complain that it is not working as per their statemen AC conducts the research which is called?
elect	the correct option
0	Distribution Research
0	Product Research
0	Pricing Research
0	Segmentation Research

Clicit to Save Answer & Move to Nex

企		vulms.vu.edu.pk/Quiz/Q
		ne: 10:45:22 AM, 03 February 2022)
which stag	e of product	tife cycle, marketers will introduce innovations in the product to keep their

1	:
les high.	
Save Answe	r & Move to
	Save Answe





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vesti	on # 5 of 10 (Stort time: 10:44:01 AM, 03 February 2022)
	advertised on Geo TV, after 6 months it felt that its advertisement was not properly watched by formers then it advertised on Radi th was fruitful. It is called?
eune s	
elect	the correct option
0	Product Research
0	Distribution Research
0	Pricing Research
0	Promotion Research
	Company of the Compan





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		77		
			,	

A go	od, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called
ecti	the correct option
)	Nondurable good
)	Durable good
)	Commodity
)	Product
	Click to Save Answer & I

◁

Commodity

Durable good

Nondurable good

Consumer good



⇧		vulms.vu.edu.pk/Quiz/Q
		me: 10:40:16 AM, 03 February 2022)
An item cons	umed in on	e or a few uses is called a:

2	1	i	
			_
			_

Click to Sove Answer & Move to

10:38 AM 🛇



2	→ vulms.vu.edu.pk/Quiz/Q 1 :
Questic	on # 1 of 10 (Start time: 10:39:16 AM, 03 February 2022)
	involves long-term, value-added relationships developed over time with customers and suppliers:
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	VUAnswer.com
Select (the correct option
0	Exchange Marketing
0	Marketing Era Marketing
0	Consumer Marketing
	Relationship Marketing

Click to Save Answer & Mov

Ques	tion # 10 of 10 (star	t time: 10:3	16:31 AM,	03 Februa	ry 2022)	
Rel	ationship of cause o	and effect	is solled			
		and biles	is called.			
Select	the correct option					
	Focus group					
0	· ocus group					
1						
	Observational Res	porch.				
0						
	Survey Method					
0						
	Experimentation					
0	to sport of their statistics					
Name of the last						

Question #9 of 10 (Start time: 10:35:49 AM, 03 February 2022) Sources of marketing information are categorized into two groups - what are they? elect the correct option Macro environmental sources, micro environmental sources. Causal resources All of the given options External sources, internal sources

sestion #8 of 10 (start	time 10:35 11 AM 52	
A distribution channel r	epresents the path of a	product from a producer to
	Download More	Quizzes Files From
ect the correct option Wholesaler		
Wholesdier	VUAnswer.com	
Consumer	•	
Manufacturer		
) 1		
-		
Retailer		
)		
1 1		_ * _ /* _ /*
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Question # 6 of 10	Start tin	10:33	22 AM.	03 Februar	ry 2022
--------------------	-----------	-------	--------	------------	---------

Star Electronics sales TV of different styles, c	color TV, black & white	TV, different sizes of screen	It is called
2			
ect the correct option			
Product development	}		
Product line		14	
Product support services	-	-	
Product mix			

Click to Save Answ

MGT2	MGT211 - Introduction To Business (Quiz # 3)							
Questi	Question # 5 of 10 (Start time: 10:32:42 AM, 03 February 2022)							
Spre	eadsheets, database and word processing software are	e all types at						
Select	the correct option							
	Utility programs							
0								
Tage .								
	Application software							
and a								
	Operating systems							
().								
- 44								
-								
	Firmware							
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The	product life cycle desc	cribes the stage:	a new pr	oduct goe	s through	in the:
		More Quizze				
	VUAnswe	r.com				
		*				
ect	the correct option					
	Diffusion stage					
)						
	Marketplace					_
)						
	1					
	Test market					
)						
	Introduction phase	_				-
)	_					
			-			
			٠.			
	- 4					
		53				
				7.		

AL U	ne Growth stage of the prod	fuct, the pr	oduct is known	as
oct	the correct option	7		
	Non of the given options			
)				
	Dog			
-	Star			
7	ora:			
	Cash Cow			
)				
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Dog	rect option			
) Jog				
Moon				
	*			
Star		•		
Cash	Cow			
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Question # 2 of 10 (Start time: 10:30:07 AM, 03 February 2022)

Con	sumer goods are purchased by	
		. 1
lect	the correct option	
	Business users	
	P P	
	Families	
(
	Course	
)	Governments	
-	•	
7	Ultimate consumers	
	•	
- 1		
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	VUAnswer.com	
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Click to Save Answer & Move to

shopping goods

0





Cash Cow

Dog

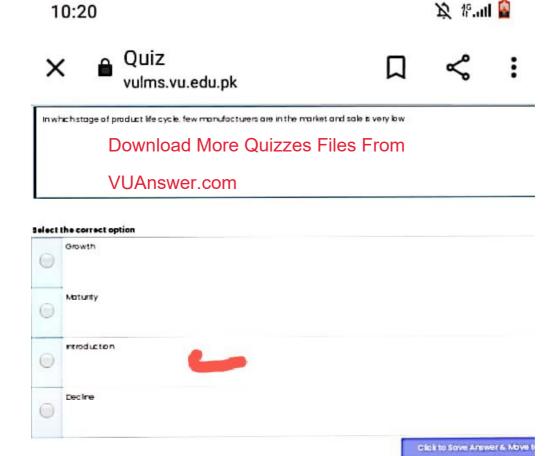
Star

Nonof the given options

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tion #4 of10 (Start time 1019 35 AM, 03 February 2022)

Tota

is to wants to buy pwelly due to upcoming £d featival, she buys it after comparing price and quality from different jeweler shaps. What consumer goods she buys



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Question # 10 of 10 (Start time: 10:10:08 AM, 03 February 2022)

Total Marks: 1

If any organization takes its product to the market and sees what are the customer's comments about that product, it is called

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Select the correct option



Question # 7 of 10 (Start time: 10:03:52 AM, 03 February 2022)

Total Marks:

Star AC claims that their AC cooling capacity is 15 certigrade but customers complain that it is not working as per their statement. After that star AC conducts the research which is called?

Select the correct option

Pricing Research

0	Segmentation Research
	Product Research
0	Distribution Research

When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its

select the correct option



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Question # 8 of 10 (start time: 10:06:02 AM, 03 February 2022)

Total Marks: 1

In which stage of product life cycle, marketers will introduce innovations in the product to keep their sales high.

Select the correct option

Maturity



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Question # 5 of 10 (start time: 10:01:00 AM, 03 February 2022) Total Marks: 1 in the marketing research process the 1st step is to define the problem followed by: Select the correct option Develop the research design Develop recommendation Collection of data implement plan

A consumer's need is escalated to a motive under which of the following conditions?

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Select the correct option Pressure. Crisis. The need is groused to a sufficient level of intensity. Seeking satisfaction.

During the introduction stage of the PLC, sales gro	adually increase and:	

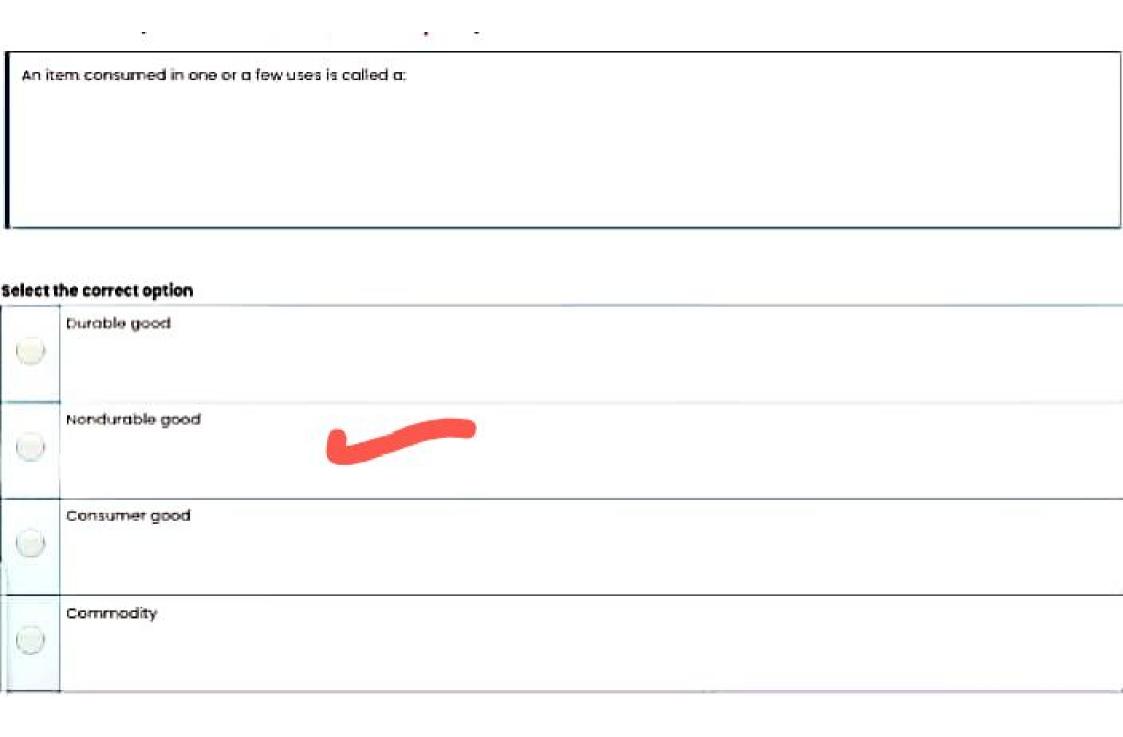
Select the correct option

0	Sales people are brought to push the product
Ō	More investors are needed
(Competition becomes tough
O	Profit is minimal

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Man	agement, marketing and finance are key parts of a/ an:
ielect t	the correct option
0	Accounting plan
۹	Production strategy
0	Information systems
0	Business plan



Ques	stion # 9 of 10 (Start time: 09:52:00 AM, 03 February 2022)	Total Marks: 1
In	which stage of product life cycle, a large number of manufacturers and marketers enter in the market?	
Selec	tot the correct option Introduction	
С	Decline	A.
C		
	k to Save Answer to	Next Question

	is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold,
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	VUAnswer.com
Select	the correct option
0	Product differentiation
0	Marketing mix
0	Product mix

Question # 8 of 10 (Start time: 09:51:19 AM, 03 February 2022)

Product positioning

Total Marks: 1

Whe	on researchers need in depth information about any thing; then they use?
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lect	the correct option
0	Observations
0	Interviews
0	Questionnaires
0	Emails

uestion # 6 of 10 (Start time: 09:50:07 AM, 03 February 2022)

Que	Question # 5 of 10 (Start time: 09:49:26 AM, 03 February 2022)	
N	Marketers/ researchers use some techniques to deduce some meaningful information from collected data. It is called?	
Sele	ect the correct option	A.
(Data analysis	<i>A</i>
C	Sampling	li.
(Data Collection	
C	Data reporting Data reporting	

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••••	THE RESIDENCE OF THE PROPERTY	I Old Mark
Divid	iding the total market into smaller parts is called?	ĺ
lect	t the correct option	
	Product Differentiation	
0	Market Segmentation	
О	Target Market	
О	Positiong	

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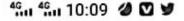
Question # 2 of 10 (Start time: 09:46:44 AM, 03 February 2022)		Total Marks;
DSS stands for:		
Select	the correct option	
	Data support system	
0	Data supervision system	
0	None of the given options	,
0	Decision support system	<i>h</i>
		Click to Save Answer & Move to Next Question

)uest	section #1 of 10 (Start time: 09:45:24 AM, 03 February 2022)	
Whe	en a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its	
eleci	t the correct option	1 **
0	Market differentiation	
0	Marketing plan	m.
0	Market segment	
0	Market missian	

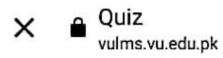
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Questi	Question # 4 of 10 (Start time: 08:44:49 PM, 02 February 2022)		
Sher	az Beverages develop a new soft drink. They offer free soft drink to VU students during exam days at Shadman Campus, Lahore. It is called		
elect	the correct option		
0	Commercialization		
0	Business Analysis		
0	Idea generation		
0	Product testing		

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×	Quiz vulms.vu.edu.pk	, D	⋖	፥	
A co	nsumer will initiate a buying decision proce	osa if			
lect	the correct option				
(a)	Marketing and non-marketing stimuli and	d buyer characters	itics are favor	nt/e	
L					
0	Marketing and non-marketing stimuli are	favorable			
	The marketing stimuli are favorable.				
	and are the the the dried				
0	and the fatorable				



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(Quiz # 3)	Quiz Start Time: 10:05 PM, 02 Fe	
uestion # 5 of 10 (Starttime: 10:08:30 PM, 02 February 2022)		
Management, marketing and finance are key parts of a/ an		
elect the correct aption		
Accounting plan		
Information systems		
Production strategy		
Business plan		
	Click to Save Answer 5 Move to Nest	

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GT2	11 - Introduction To B	usiness (Qui	z # 3)			Quiz Start Time: 06:5			
osti	ion # 3 of 10 (Start ti	me: 06:59:27	PM, 02 Februar	ry 2022)					
she	raz Beverages sends r	new develope	ed soft drink in i	market for sale	and advertises it on different	media It is called?			
ect	Idea Generation					4111377			
	ided Generation					White Hill			
						Marin Hillery			
	Product testing								
	Commercialization								
						Part Harrist			
	Business Analysis								
						National Control			
					Ta Pra	ck to Save Answer & M			
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