



# NPTEL Online Certification Course

Indian Institute of Technology Roorkee

Course Name: Innovation in Marketing and Marketing of Innovation

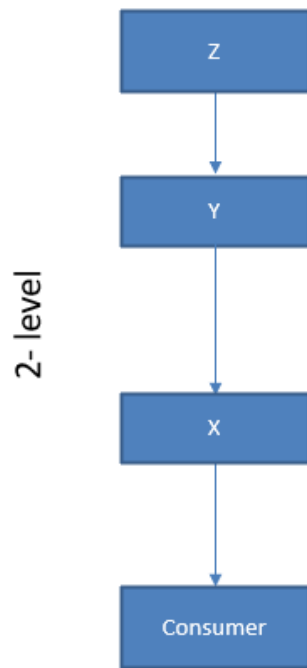
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## WEEK 5: ASSIGNMENT 5

1. Which of the following types of Store Retailers provide a narrow product line in their stores?
  - a. Supermarket
  - b. Specialty Store
  - c. Discount Store
  - d. Superstore
2. Which among the following is not a major category in non-store retailing?
  - a. Drug Store
  - b. Direct Marketing
  - c. Direct Selling
  - d. Automatic Vending
3. \_\_\_\_\_ has its root in direct-mail and catalog marketing and includes the likes of telemarketing, television direct response marketing and online shopping.
  - a. Direct Selling
  - b. Automatic Vending
  - c. Buying Services
  - d. Direct Marketing
4. Avon, Amway, Electrolux, Eureka Forbes and Tupperware are examples of \_\_\_\_\_.
  - a. Direct Selling
  - b. Automatic Vending
  - c. Buying Services
  - d. Direct Marketing
5. UMood is an in-store activation using neuroscience technology that helps shoppers to decide what to buy on the basis of their neurological response. Name the organization that launched this initiative.
  - a. Under Armour
  - b. Umbro
  - c. Uniqlo
  - d. UGG
6. According to American Marketing Association, what is retailing?
  - a. Coordinated promotional messages and related media used to communicate with a market.
  - b. A set of business activities carried on to accomplish the sale of goods and services for purposes of personal, family, or household use, whether performed in a store or by some form of nonstore selling.
  - c. All transactions in which the purchaser is actuated by a profit or business motive in making the purchase, except for transactions that involve a small quantity of goods purchased from a retail establishment for business use.

- d. It relates to the promotional activities of manufacturers that bring about in-store displays or identify the product and product line decisions of retailers.
7. \_\_\_\_\_ is one in which multiple channels work seamlessly together and match each target customer's preferred ways of doing business, delivering the right product information and customer service regardless of whether customers are online, in the store, or on the phone.
- a. Omnichannel marketing
  - b. Digital Marketing
  - c. Multichannel Marketing
  - d. Social Media Marketing
8. What are buying services?
- a. They are companies that sell door-to-door or through at-home sales parties.
  - b. A storeless retailer serving a specific clientele—usually employees of large organizations—entitled to buy from a list of retailers that have agreed to give discounts in return for membership.
  - c. A tightly knit group of enterprises whose systematic operations are planned, directed, and controlled by the operation's innovator, called a franchisor.
  - d. They are services that offers a variety of merchandise, including impulse goods such as soft drinks, coffee, candy, newspapers, magazines, and other products such as hosiery, cosmetics, hot food, and paperbacks.
9. Name the organization that uses their Relay Trucking model where the driver changes after every few hundred kilometers of driving through a network of change-over stops called “relay pit-stops” and then gets rostered back to their home base to return to their families every single day.
- a. DHL
  - b. FedEx
  - c. Delhivery
  - d. Rivigo
10. Identify X, Y and Z from this image of a 2-Level distribution system.



- a. X = Retailer, Y = Manufacturer, and Z = Wholesaler
- b. X = Retailer, Y = Wholesaler, and Z = Manufacturer**
- c. X = Wholesaler, Y = Manufacturer, and Z = Retailer
- d. X = Manufacturer, Y = Retailer, and Z = Wholesaler

### ANSWERS

- 1. B
- 2. A
- 3. D
- 4. A
- 5. C
- 6. B
- 7. A
- 8. B
- 9. D
- 10. B

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