



#### WEEK 4: ASSIGNMENT 4

**Q1) What is the primary characteristic of the "Core" quadrant in the "Escaping the Commoditization" framework?**

- A) High value added through segmentation
- B) Low on both value adding dimensions**
- C) Focus on bundling to enhance product offerings
- D) Represent new solutions

**Q2) To escape commoditization, a company focusing on offering customized products for specific target groups would likely move towards which quadrant?**

- A) System Development
- B) Solutions Innovation
- C) Targeted Extension**
- D) Core

**Q3) What is the primary goal of BYD's "7+4 Full Market EV Strategy"?**

- A) To reduce the cost of electric vehicles (EVs)
- B) To replace all fossil fuel consumption in road transport with electricity**
- C) To manufacture hybrid vehicles
- D) To focus on luxury EV production

**Q4) Under the "7+4 Full Market EV Strategy," which of the following is part of the four specialized fields?**

- A) Coach
- B) Airports**
- C) Sanitation Vehicles
- D) Logistic vehicles

**Q5) Solid trust, credibility, and empathy are associated with which stage of the brand ladder "Product to Brand to Passion Brand"?**

- A) Awareness
- B) Relationship**
- C) Acquaintance
- D) Passion

**Q6) In brand management, every interaction between employees and customers is considered as:**

- A) Moment of Pride
- B) Moment of Truth**
- C) Moment of Engagement
- D) Transactional opportunity

**Q7) Which of the following is an approach to differential pricing where each customer is charged the maximum, they are willing to pay?**

- A) Individualizing pricing**
- B) Menu-based pricing
- C) Customer segmentation
- D) Discount-based pricing

**Q8) Google Search customizes results based on user location. This practice is an example of which differential pricing strategy?**

- A) Individualizing
- B) Categorizing**
- C) Developing a menu
- D) Cost-plus pricing

**Q9) A food product labeled as "80% oil-free" is preferred over one labeled as "20% oil," even though both mean the same. This is an example of?**

- A) Attraction Effect
- B) Anchoring Effect
- C) Framing Effect**
- D) Compromise Effect

**Q10) What does the "pay-for-performance pricing" model primarily emphasize?**

- A) Charging customers a fixed price regardless of results
- B) Payment based on performance outcomes agreed upon with the customer**
- C) Offering discounts for long-term customer loyalty
- D) Determining price through customer surveys

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