Assignment 6

1. Which one of these is not the determinant of buyer power in the Porter’s five forces model of competition?
   a) Product Differentiation
   b) Fixed Costs vs Variable Costs
   c) Buyer’s Profit Margins
   d) Buyer’s Volume

2. Which of these characteristics does threat of new entrant in the Porter’s five forces model of competition?
   a) Buyer’s Product Knowledge
   b) Degree of Capital Investment
   c) Degree of Competition
   d) Access to Distribution Channels

3. Identify the aspect which is not attributable to selfactualization.
   a) Self-esteem and Esteem of Others
   b) Self-esteem and Esteem of Others
   c) Physiological
   d) Safety and Security

4. Which of these aspects does not address the challenges in real marketing?
   a) Have customer contact and customer information
   b) Have customer contact and customer information
   c) B2B
   d) B2C

5. The vision and strategy taking into account “internal business processes” constitute the balanced scorecard for real marketing is specified by:
   a) To achieve our vision, how will we maximize our ability to change and improve?
   b) To achieve our vision, how should we appear to our customers?
   c) To achieve our vision, how should we appear to our shareholders?
   d) None of these

6. “To achieve our vision, how will we sustain our ability to change and improve?” characterizes the vision and strategy in context to __________ that constitutes the balanced scorecard for real marketing.
   a) internal business processes
   b) customer
   c) financial
   d) marketing

7. The market-based strategies aim at the growth of customer purchases taking into account the profit margins in the real market is symbolized by:
   a) revenue per customer
   b) variable cost per customer
   c) market share

8. The market-based strategies found to enhance the marketing efficiency towards the profitable growth in the real market is governed by:
   a) marketing expenses
   b) revenue per customer
   c) variable cost per customer
   d) market share

9. In accordance with market-based strategies for profitable growth in the real market, the net marketing contribution is computed as:
   a) Market Demand = Revenue per Customer + Variable Cost per Customer
   b) Market Demand = Revenue per Customer + Market Share
   c) Market Demand = Revenue per Customer + (Variable Cost per Customer + Marketing Expenses)
   d) Market Demand = Revenue per Customer + (Variable Cost per Customer + Marketing Expenses)