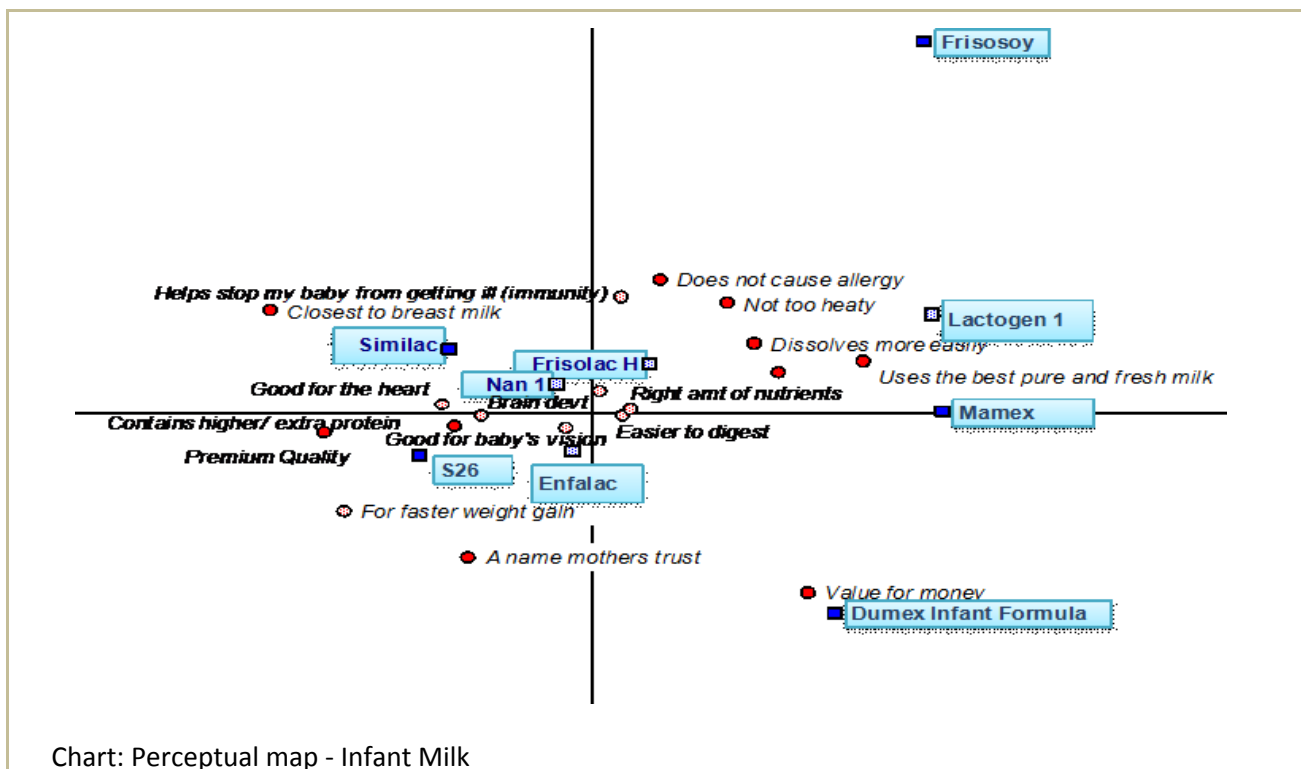


Marketing Analytics - Exercise 3

FAQs on Quiz

1. You may use calculators during the quiz.
2. You will not be tested on topics/notes that were not covered in class.

- 1 Which of the following does not figure in the original Nielsen Code as written in 1931
 - a Impartiality
 - b Thoroughness
 - c Accuracy
 - d Integrity
 - e Economy
 - f None of the above



- 2 What best describes the relationship between "Frisolac H" & "Nan 1" above?
 - a Duplicative, Cannibalistic
 - b Complementary
 - c Unique, Niche
 - d Incremental, Profitable
- 3 Cost conscious mothers are likely to buy:
 - a Similac
 - b Enfalac
 - c Dumex Infant Formula
 - d Lactogen 1
 - e Mamex
- 4 What best describes "Frisosoy" relationship vis-à-vis other brands?
 - a Duplicative, Cannibalistic
 - b Complementary
 - c Unique, Niche
 - d Incremental, Profitable
- 5 When measured over a shorter period of time, behavioural loyalty is
 - a Higher than a longer time period
 - b Lower than a longer time period
 - c The same as a longer time period