
Assignment 2 MNB 1601

QUESTION 1 Pg 428

The increasing spending power of the middle classes in Africa has also increased the expansion of the beer market. The _____ market then consists of individuals or households purchasing products for their own consumption.

- 1 consumer
- 2 industrial
- 3 resale
- 4 government

QUESTION 2 Pg 432

By segmenting consumers into social class, such as the middle-classes, Heineken is making use of _____ segmentation.

- 1 geographic
- 2 demographic
- 3 psychographic
- 4 behavioural

QUESTION 3 Pg 440

Heineken is making use of its strong brand presence to launch the new beer, Radler. Which one of the following represents the last phase of brand loyalty the consumer will move through?

- 1 Brand recognition
- 2 Brand preference
- 3 Brand insistence
- 4 Brand activation

QUESTION 4 Pg 446

During the development of the new product, Radler, Heineken would have gone through several phases of new product development. Which one of the following represents phase 4 of the new product development process?

- 1 Physical product is developed.
- 2 Product ideas are developed.
- 3 Product ideas are screened.
- 4 Non-viable product ideas are eliminated.

QUESTION 5 Pg 442

Heineken would have made several decisions regarding the packaging to be used for the new Radler beer. Which one of the following is NOT a relevant factor in the choice of packaging design?

- 1 Reusable packaging
- 2 Packaging materials
- 3 The shape of the package
- 4 Packaging sizes

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