Question # 4 of 10 (Start time: 08:11:53 PM, 23 May 2021)

Total Marks: 1

When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 5 of 10 (Start time: 08:12:56 PM, 23 May 2021)

Total Marks: 1

Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 6 of 10 (Start time: 08:13:37 PM, 23 May 2021)

Total Marks: 1

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 7 of 10 (Start time: 08:14:20 PM, 23 May 2021) Total Marks: 1

Environmental concerns have been on the decline in the past decade; more government legislation and the green movement may be the cause of this trend.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Question # 8 of 10 (Start time: 08:15:15 PM, 23 May 2021)

Total Marks: 1

When backed by buying power, wants become demands.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 8 of 10 (Start time: 08:15:15 PM, 23 May 2021)

Total Marks: 1

When backed by buying power, wants become demands.

Select the correct option

- True
- False

VU KMS

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Question # 9 of 10 (Start time: 08:18:05 PM, 23 May 2021)

Total Marks: 1

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

- True
- False

VU KMS

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Question # 10 of 10 (Start time: 08:18:43 PM, 23 May 2021)

Total Marks: 1

Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

- True
- False

VU KMS

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The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.

elect the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Most household income is used up in purchasing food, housing, and transportation.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Most household income is used up in purchasing food, housing, and transportation.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

The production concept and product concept are two philosophies that can both lead to marketing myopia.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Select the correct option

VU KMS

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- True
- False

Question # 3 of 10 (Start time: 04:43:16 PM, 23 May 2023)

As an employee of Bankers Enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 9 of 10 [Start time: 04:47:29 PM, 23 May 2021]

Total

Human needs are shaped by culture and individual personality.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Marketing research firms, advertising agencies, media firms, and marketing consulting firms are referred to as marketing services agencies.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Question # 1 of 10 (Start time: 08:30:32 PM, 23 May 2021)

Marketing offers are limited to physical products.

Select the correct option:

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 3 of 10 (Start time: 04:51:54 PM, 23 May 2021) Total Marks:

Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.

Select the correct option

- True

VU KMS
Whatsapp: 03066295623

- False

The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Question # 5 of 10 (Start time: 04:52:47 PM, 23 May 2021)

Total Marks: 1

When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations

Select the correct option:

- True
- False

VU KMS
Whatsapp: 03066295623

When backed by buying power, needs become demands.

Select the correct option

True

False

VU KMS

Whatsapp: 0306629623

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Question # 1 of 10 (Start time: 06:50:51 PM, 23 May 2021)

Total Marks: 1

Marketing offers are limited to physical products.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 2 of 10 (Start time: 06:52:04 PM, 23 May 2021)

Total Marks: 1

Product, price, place, and promotion make up the elements of a firm's marketing mix.

Select the correct option

VU KMS

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- True
- False

Question # 3 of 10 (Start time: 06:52:45 PM, 23 May 2021)

Total Marks: 1

When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 4 of 10 (Start time: 06:53:55 PM, 23 May 2021)
Total Marks: 1

As an employee of Bankers Enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

Select the correct option

- True
- False

VU KMS
Whatsapp: 03066295623

Question # 5 of 10 (Start time: 06:54:44 PM, 23 May 2021)

Total Marks: 1

When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 6 of 10 (Start time: 06:55:55 PM, 23 May 2021)

Total Marks: 1

When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 7 of 10 (Start time: 06:56:51 PM, 23 May 2021)

Total Marks: 1

Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 8 of 10 (Start time: 06:57:57 PM, 23 May 2021)

Total Marks: 1

Demarketing is a marketing philosophy focused upon product differentiation and positioning.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Click to Save Answer & Move to Next Question

Question # 9 of 10 (Start time: 06:59:11 PM, 23 May 2021)

Total Marks: 1

The difference between human needs and wants is that needs are states of felt deprivation.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 10 of 10 (Start time: 06:59:48 PM, 23 May 2021)

Total Marks: 1

Human needs are shaped by culture and individual personality.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 1 of 10 (Start time: 08:10:06 PM, 23 May 2021)

Total Marks: 1

When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 2 of 10 (Start time: 08:10:43 PM, 23 May 2021)

Total Marks: 1

Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623

Question # 3 of 10 (Start time: 08:10:59 PM, 23 May 2021)

Total Marks: 1

The significant trends in the natural environment include shortages of raw materials and increased pollution.

Select the correct option

- True
- False

VU KMS

Whatsapp: 03066295623