

MULTIPLE CHOICE QUESTIONS

1. Good marketing is no accident, but a result of careful planning and _____.

execution

selling

strategies

research

2. Marketing management is _____.

managing the marketing process

monitoring the profitability of the company's products and services

the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

developing marketing strategies to move the company forward

3. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

An image

A service

A good

An idea

4. Marketers often use the term _____ to cover various groupings of customers.

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AW Rasmussen



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