

Principles of Marketing, 18e (Kotler)

Chapter 1 Marketing: Creating Customer Value and Engagement

1) Which of the following is NOT an accurate description of modern marketing?

- A) Marketing is the creation of value for customers.
- B) Marketing involves managing profitable customer relationships.
- C) Marketing emphasizes selling and advertising exclusively.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is building value-laden exchange relationships with customers.

Answer: C

AACSB: Analytical thinking

Skill: Concept

Objective: LO 1.1: Define marketing and outline the steps in the marketing process.

Difficulty: Moderate

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) maximize profits of the company
- B) emphasize customer wants and not customer needs
- C) make selling unnecessary
- D) fulfill unrealistic customer expectations
- E) sell products

Answer: C

AACSB: Application of knowledge

Skill: Concept

Objective: LO 1.1: Define marketing and outline the steps in the marketing process.

Difficulty: Easy

3) Marketing is defined as a social and managerial process by which individuals and organizations obtain what they need and want through _____.

- A) research and development
- B) innovation and creativity
- C) manufacturing efficiencies
- D) value creation and exchange
- E) sales and revenue creation

Answer: D

AACSB: Application of knowledge

Skill: Concept

Objective: LO 1.1: Define marketing and outline the steps in the marketing process.

Difficulty: Moderate

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Diana Luck



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