

## Marketing Management, 14e (Kotler/Keller)

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### Chapter 1 Defining Marketing for the 21st Century

1) Which of the following statements about marketing is true?

- A) It is of little importance when products are standardized.
- B) It can help create jobs in the economy by increasing demand for goods and services.
- C) It helps to build a loyal customer base but has no impact on a firm's intangible assets.
- D) It is more important for bigger organizations than smaller ones.
- E) It is seldom used by nonprofit organizations.

Answer: B

Page Ref: 4

Objective: 1

Difficulty: Easy

2) \_\_\_\_\_ is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

- A) Marketing management
- B) Knowledge management
- C) Operations management
- D) Strategic management
- E) Distribution management

Answer: A

Page Ref: 5

Objective: 2

Difficulty: Easy

3) Identify the correct statement about marketing management.

- A) It is primarily concerned with the systematic gathering, recording, and analysis of data about issues related to marketing products and services.
- B) It focuses mostly on monitoring the profitability of a company's products and services.
- C) It focuses solely on attaining an organization's sales goals in an efficient manner.
- D) It is defined as the field that deals with planning and managing a business at the highest level of corporate hierarchy.
- E) It occurs when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties.

Answer: E

Page Ref: 5

Objective: 2

Difficulty: Moderate

# Marketing Management Kotler Keller 14th Edition Test Bank

**Gary Armstrong, Stewart Adam, Sara  
Denize, Philip Kotler**



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Marketing Management, Analysis, Planning, Implementation and Control, Canadian Eighth Edition, Philip Kotler, Ronald E. Turner. Test Item File Kotler, Philip, Ronald E. Turner, Marsha Griffin, 1995-01-01      *Kotler On Marketing* Philip Kotler, 1999-09-29 Philip Kotler's name is synonymous with marketing His textbooks have sold more than 3 million copies in 20 languages and are read as the marketing gospel in 58 countries Now Kotler on Marketing offers his long awaited essential guide to marketing for managers freshly written based on his phenomenally successful worldwide lectures on marketing for the new millennium Through Kotler's profound insights you will quickly update your skills and knowledge of the new challenges and opportunities posed by hypercompetition globalization and the Internet Here you will discover the latest thinking concisely captured in eminently readable prose on such hot new fields as database marketing relationship marketing high tech marketing global marketing and marketing on the Internet Here too you will find Kotler's savvy advice which has so well served such corporate clients as AT T General Electric Ford IBM Michelin Merck DuPont and Bank of America

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