

Essentials of Marketing, 17e (Perreault)

Chapter 19 Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges

1) When evaluating marketing, it is best to evaluate micro-marketing and macro-marketing separately.

Answer: TRUE

Explanation: When evaluating marketing, we must treat each of these levels (micro-marketing and macro-marketing) separately.

Difficulty: 1 Easy

Topic: How Should Marketing Be Evaluated?

Learning Objective: 19-01 understand why marketing must be evaluated differently at the micro and macro levels.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

2) In the United States, the aim of the economic system has been to satisfy consumers' needs as they—the consumers—see them.

Answer: TRUE

Explanation: In the United States, the basic objective of our market-directed economic system has been to satisfy consumer needs as they, the consumers, see them.

Difficulty: 1 Easy

Topic: How Should Marketing Be Evaluated?

Learning Objective: 19-01 understand why marketing must be evaluated differently at the micro and macro levels.

Bloom's: Remember

AACSB: Analytical Thinking

Accessibility: Keyboard Navigation

3) In the United States, the basic objective of our market-directed economic system has been to satisfy consumer needs as they, the consumers, see them.

Answer: TRUE

Explanation: In the United States, the basic objective of our market-directed economic system has been to satisfy consumer needs as they, the consumers, see them.

Difficulty: 1 Easy

Topic: How Should Marketing Be Evaluated?

Learning Objective: 19-01 understand why marketing must be evaluated differently at the micro and macro levels.

Bloom's: Understand

AACSB: Analytical Thinking

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Judd E. Hollander



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