

Developing Marketing Strategies and a Marketing Plan

True / False Questions

1. Strong supplier relations and efficient supply chains help firms such as Walmart to achieve operational excellence.

True False

2. To build a sustainable competitive advantage, companies should focus on a single strategy.

True False

3. It is not always necessary to go through all the steps in the marketing planning process.

True False

4. A mission statement describes the specific actions a firm will take to achieve its goals.

True False

5. iTunes software is often credited for the success of the Apple iPod MP3 player, because it made the iPod easier to use than competing players and was difficult for competitors to duplicate. This is an example of a sustainable competitive advantage.

True False

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