

Chapter 01 MKTG6

Indicate whether the statement is true or false.

- ___ 1. The Era of Origins, during the 18th century, lacked any real application of marketing techniques like segmentation.
 - a. True
 - b. False

- ___ 2. Firms trying to give customers what they want in the Era of Refinement and Formalization must also deal with aspects of consumerism.
 - a. True
 - b. False

- ___ 3. Marketing is a job that should be handled by marketers. People in management, accounting, and finance should focus on their own specialties.
 - a. True
 - b. False

- ___ 4. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
 - a. True
 - b. False

- ___ 5. A company using marketing research in post-World War II Canada to help give customers what they want shows the Era of Institutional Development in full form.
 - a. True
 - b. False

- ___ 6. Only a firm's salespeople need to be customer-oriented.
 - a. True
 - b. False

- ___ 7. Marketing can be defined as selling products.
 - a. True
 - b. False

- ___ 8. An exchange cannot take place unless each party in the exchange has something that the other party values.
 - a. True
 - b. False

- ___ 9. Creating market segments requires little effort or thought.
 - a. True
 - b. False

Mktg Lamb Canadian Edition

Wenbin Ji



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