Marketing Questions



C4 is managing profitable customer relationships.
a. Management
b. Control
c. Marketing
d. Human Resources
D5. The two fold goal of marketing is to attract new customers by promising superior value and to
a. keep and grow current customers by delivering satisfaction
b. keep and grow current customers by delivering competitive pricing
c. keep and grow current customers by delivering friendly service
d. all of the above
C6. Marketing is more than and advertising.
a, distribution
b. promotion
c. selling
d. customer service
A7. Today, marketing must be understood in terms of making a sale and a. satisfying customer needs
b. understanding customer value
c. customers' selfxhow more content
Your firm has just developed its first successful MIS. It interacts with information users to assess
information needs, develop needed information, the marketing information, and help managers use it in their decision making.
a. distribute
b. collect
c. retrieve
d. store
C4. Your marketing department is attempting to improve strategic decision making, assess and track

competitors' actions, and provide early warning of opportunities and threats. Your department would

do well to use

a. internal databases

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Principles of Global Marketing Warren J. Keegan, Mark C. Green, 1997 This entirely new designed for undergraduates groundbreaking book follows the tradition of Keegan's acclaimed Global Marketing Management text Principles of Global Marketing a concise introduction to the field that is presented in a lively student oriented style The authors integrate relevant real world cases vignettes and boxed features with a clear engaging narrative to effectively communicate the excitement challenge and discipline of global marketing

Internet Marketing Dave Chaffey, 2003 This guide explains how organisations can use the Internet to support their marketing activities Building on traditional marketing theory together with emerging academic literature it details an approach to applying the Internet for marketing

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