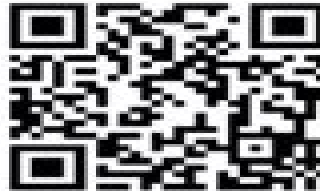


Marketing Questions



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' self-[show 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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RJ Alexander



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