



Marketing.d

- 1 What is the aim of marketing?
- 2 What are the 4 p's?
- 3 What is the definition of promotion?
- 4 Businesses that sell primarily to other businesses are in the process of
- 5 What is the marketing mix?
- 6 Process of communicating with potential customers to influence their buying behavior
- 7 Focuses on building long-relationships with customers
- 8 Marketing to a large group of people who might buy a product
- 9 Approach to business that focuses on satisfying customers as the achieving profit goals.
- 10 Consists of dynamic activities that identify, anticipate, customer demand while making profit
- 11 What is the advantage of global marketing?
- 12 Which question is not collecting qualitative data?
- 13 All the types of products that a company sells
- 14 Developing strategies for a product's mix
- 15 What is the correct order of the Product Life Cycle?
- 16 Market improvements to product and look for ways to prevent decline are characteristics
- 17 Which of the following is an era of mass communication?
- 18 Which of these events happen occasionally as part of the linear model of mass communication?





- 19) A group of similar products with variations in design and quality to meet the needs of distinct customer group is
- 20) Channels of distribution are defined as
- 21) Which of the following statements it's the definition of experiential marketing?
- 22) What type of experience is characterized by a short interaction at a venue like festival, event, fair or concert?
- 23) What type of experience is characterized by partners that are connected in some way?
- 24) Which of these options best describes opportunity cost?
- 25) If you watch a professional sporting event, you will see a lot of this type of experience
- 26) Which one of them is not a characteristic of good performance standards?
- 27) Identify the main problems of entering foreign markets
- 28) Marketing strategies are designed and implemented to do which of the following?
- 29) Which of the following is an important characteristic of marketing tactics?
- 30) A firms' strategy is important because it shows
- 31) The moral aspect of marketing strategies
- 32) The process of dividing the customers into distinct groups with similar traits
- 33) The goals that marketing department wishes to achieve
- 34) Targets specific segments in the marketplace
- 35) The method that relates to distribution channels
- 36) The part of the extended marketing mix that focuses on the procedures
- 37) Measures the degree of competition in a marketplace





- 38) A forecasting technique predicting future trends by past data
- 39) All aspects of the core product including tangible attributes is known as
- 40) Which element of the marketing mix is a source of revenue for the business?
- 41) Choose an example of good customer service
- 42) Competitors should be analyzed concerning their:
- 43) The most important way to maintain customer loyalty is
- 44) What is a good way to attract customers from competitors?
- 45) Identify the benefits of good customer service to the business
- 46) Coca-Cola decided to sell their brand of mineral water called Dasani in the Malaysian market. This is an example of what type of business strategy.
- 47) A product or service that an organization's customers place a greater value on than similar offering from a competitor is the definition of:
- 48) _____ costs mean manipulating costs to make customers reluctant to switch to another product
- 49) When a company develops unique differences in its products or services with the intent to influence demand it is called _____
- 50) Four competing philosophies strongly influence the role of marketing and marketing activities within an organization. Which if the following is not a component of market orientation?
- 51) This is needed when business processes include some form of automation and information technology.
- 52) What does ERP stand for?
- 53) What is at the heart of any ERP system?
- 54) In a process-oriented organization, who is directly accountable for poor performance of a process?
- 55) What is the primary difference in an organization before and after an ERP installation?





- 56 Complete the sentence: A business plan...
- 57 Which part of the business plan explains the process of attraction of customers to your business and how you determined the appropriate customers?
- 58 What are the advantages of creating a business plan?
- 59 What part of the plan focuses on what you are selling and the benefits that the customers will receive (the cost of the marketed items/acts)?
- 60 Common features of e-commerce include:
- 61 The core values, beliefs, and assumptions that are widely shared by members of an organization are termed:
- 62 Organization culture consists of the core values, beliefs, and assumptions that are widely shared by members of an organization. What purpose does it serve?
- 63 Which of the following is not the objectives of giving an effective evaluation?
- 64 Nonverbal communication when people look each other in the eyes
- 65 Type of speech where the speaking is showing the audience how to make or do something
- 66 Information about the outcomes of past or present activities or a system's operations results is best described as _.
- 67 What is creativity?
- 68 _____ is a payment system that rewards people for who meet set targets over a period.
- 69 Isaac feels like his hard work is never recognized. Which level of needs (Maslow) is not being satisfied?
- 70 Which of the following does NOT demonstrate creativity and resourcefulness?
- 71 What is the term for a shop that is both online and on the high street?
- 72 What is a key advantage of online shop?
- 73 Which of the following would you need to create an online shop?





- 74) Which of the following is not an advantage to customers while buying online?
- 75) A type of performance-based advertising where you receive commission for promoting someone else's products and services on your website
- 76) Strategic planning for change is ...
- 77) Change process that involves Design, Develop and Deliver is _____ side of change
- 78) Testimonials are more effective if the buyer is in the _____ stage of marketing
- 79) which website metric tells you how many of your website visitors view only one page?
- 80) What is the main goal of social media and digital marketing?

