

EXCELL FILE TEMPLATE
for
2019/1 TMA UPLOAD

SN	CRSCODE
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QUESTION
A marketing framework is a visual representation or logical flow of your _____
Management's task is to have a strong sale-oriented department as a key to _____
Organizations practicing this concept often assume that their products are _____
_____ means to check or verify, to regulate, to compare with a standard, top exercise authority
_____ has to do with a logical set of steps a manager must take in order to find ways of reaching desired future objectives.
_____ means that the society is not exclusive
_____ is a business philosophy that challenges some concepts in marke
_____ calls for managerial creatively and skill designed to increase profits as well as encourage customers to call again.
_____. is to enable a financial marketer develop appropriate marketing mix that will be able to satisfy the need of target market more than competitors.
The unplanned life is not worth living, so says _____

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OPTION A	OPTION B	OPTION C	OPTION D	ANS
market segmentation	marketing	marketing	market orie	B
attracting and holding customers.	Persuading	maintaining	buying and	A
“sales” not “bought”.	“sold” not “	“sell” not “	“sold” not “	D

Control	Coordination	Leading	Planning	A
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Planning process	Production	Selling proc	Marketing pA
Close membership	Open meml	Unitary Mar	Local MembB

Product Concept	Market Concept	Selling Concept	Marketing Concept	
Pricing strategy	Pricing concept	Pricing	Product price	A
Market orientation	market segment	Market awareness	Marketing mix	B
Aristotle	Philip Kotler	Achumba	Karlmax	A

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