EXCELL FILE TEMPLATE
for
2019/1 TMA UPLOAD

| SN | CRSCODE |
|---|---|
| 1 | MKT205 |
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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 r | market orie | B |
| attracting and holding customers. | Persuading | maintaining | buying and | A |
| “sales” not “bought”. | “sold” not “ | “sell” not “ | “sold” not “ | D |

| | | | | |
|---|---|---|---|---|
| Control | Coordinatio | Leading | Planning | A |
| Planning process | Production | Selling proc | Marketing p | A |
| Close membership | Open meml | Unitary Mar | Local Memb | B |

| | | | | |
|---|---|---|---|---|
| Product Concept | Market Con | Selling Con | Marketing C | D |
| Pricing strategy | Pricing con | Pricing | Product pric | A |
| Market orientation | market seg | Market awa | Marketing n | B |
| Aristotle | Philp Kotler | Achumba | Karlmax | A |

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