

Chapter 1 Defining Marketing for the 21st Century

1) Which of the following statements about marketing is true?

- A) It is of little importance when products are standardized.
- B) It can help create jobs in the economy by increasing demand for goods and services.
- C) It helps to build a loyal customer base but has no impact on a firm's intangible assets.
- D) It is more important for bigger organizations than smaller ones.
- E) It is seldom used by nonprofit organizations.

Answer: B

Page Ref: 2

Objective: 1

Difficulty: Easy

2) _____ goods constitute the bulk of most countries' production and marketing efforts.

- A) Durable
- B) Impulse
- C) Physical
- D) Luxury
- E) Intangible

Answer: C

Page Ref: 3

Objective: 2

Difficulty: Easy

Framework For Marketing Management 5e Study Guide

Kathleen Armour



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