

Jackline

"Principles of marketing" chapter 2 test bank multiple choice questions With 100% CORRECT ANSWERS

Terms in this set (92)

<p>_____ is the process of developing and maintaining a crucial fit between the organization's goals and capabilities and its changing marketing opportunities.</p> <p> <input type="radio"/> A) Benchmarking <input type="radio"/> B) SWOT analysis <input type="radio"/> C) Market segmentation <input checked="" type="radio"/> D) Strategic planning <input type="radio"/> E) Diversification </p>	<p>D) Strategic planning</p>
<p>Which of the following is true with regard to strategic planning?</p> <p> <input type="radio"/> A) At the corporate level, the company starts the strategic planning process by determining what portfolio of businesses and products is best for the company. <input type="radio"/> B) A strategic plan deals with a company's short-term goals. <input type="radio"/> C) Finding the game plan for long-run survival and growth is the focus of strategic planning. <input type="radio"/> D) The strategic plan is a statement of an organization's purpose. <input type="radio"/> E) Strategic planning involves identifying segment </p> <p><input checked="" type="radio"/></p>	<p>C) Finding the game plan for long-run survival and growth is the focus of strategic planning.</p>
<p>Which of the following is the first step in strategic planning?</p> <p> <input type="radio"/> A) setting short-term goals <input type="radio"/> B) developing the business portfolio <input checked="" type="radio"/> C) defining the organizational mission <input type="radio"/> D) formulating the key marketing strategies <input type="radio"/> E) identifying the organization's weaknesses and the threats it faces </p>	<p>C) defining the organizational mission</p>

Marketing Chapter 2 Essentials Test Answer

R Barnett



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