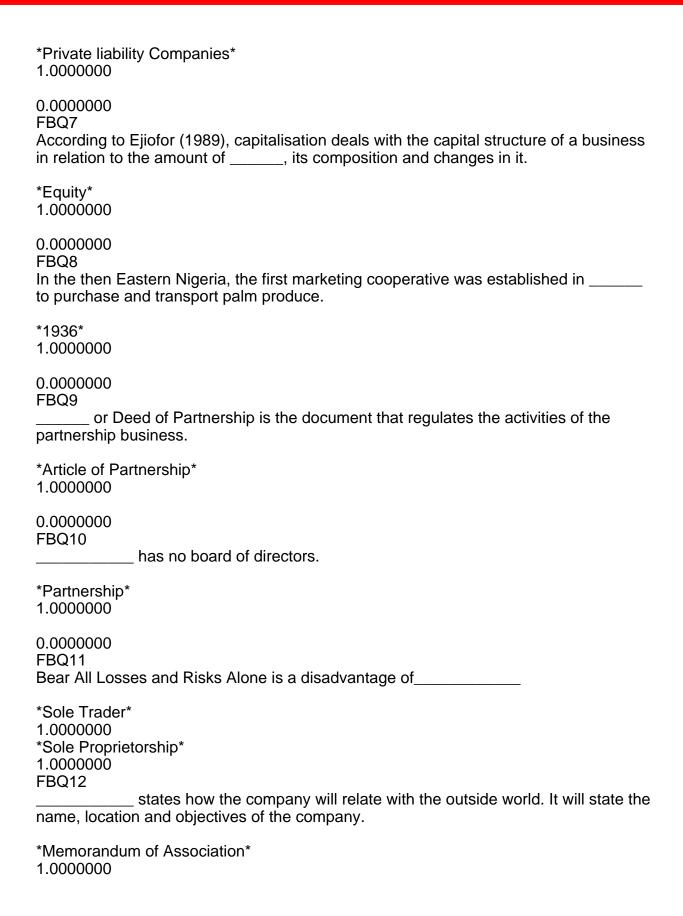
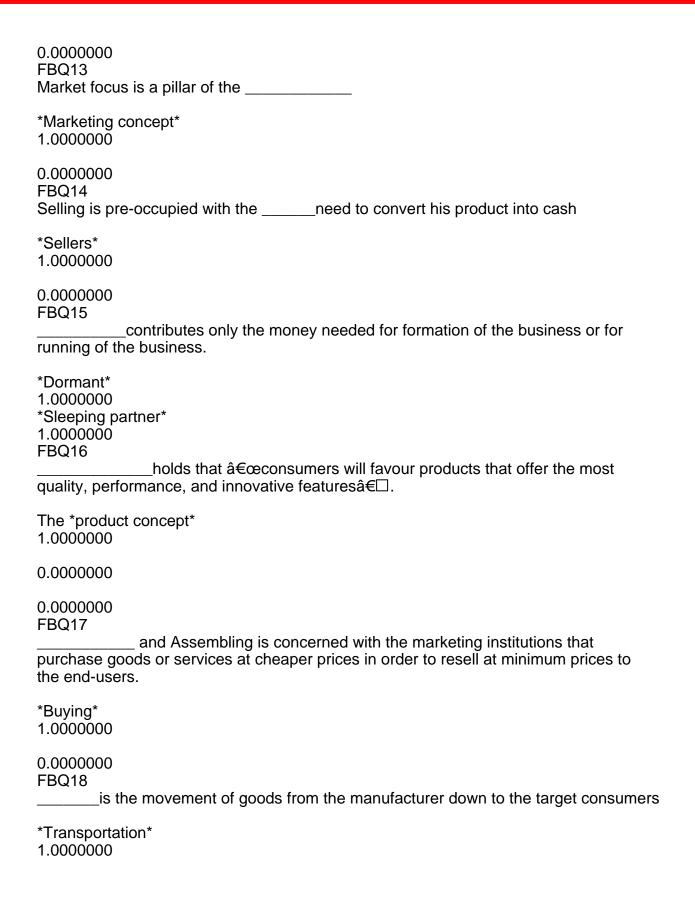
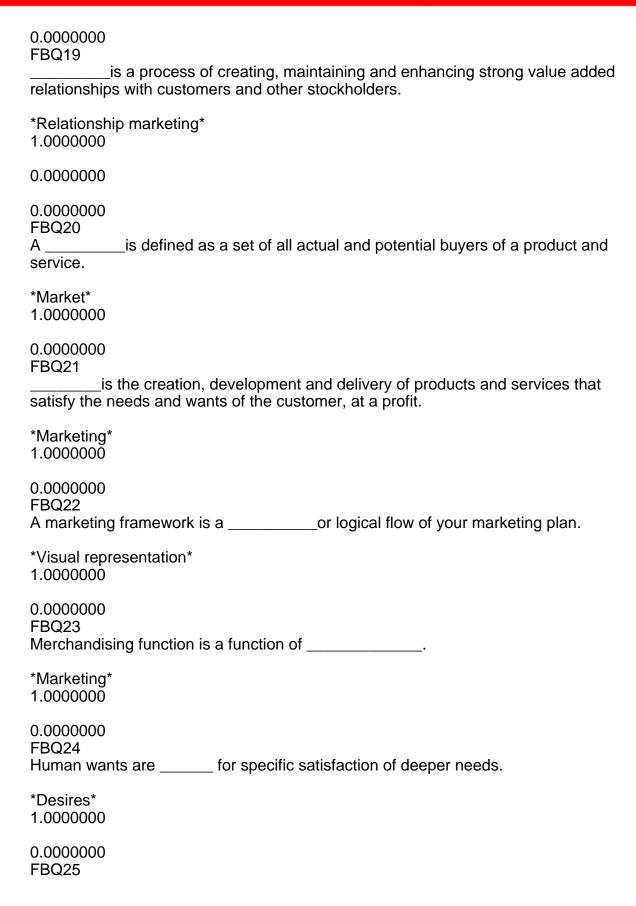
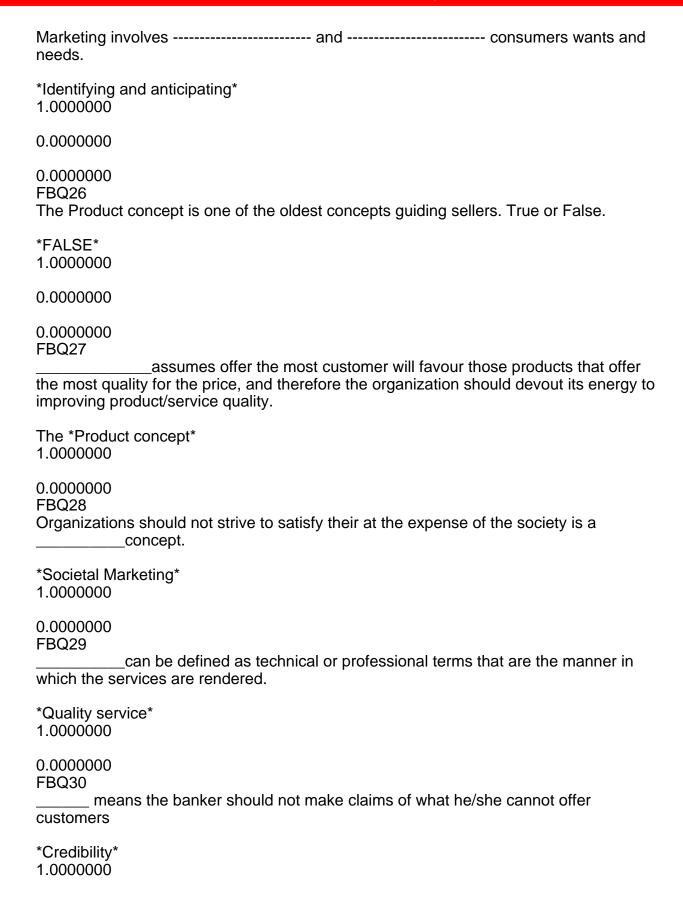
Default for MKT205 The default category for questions shared in context 'MKT205'. Fill in the Blank (FBQs) FBQ1 Cooperative societies areorganisations whose affairs are administered by persons elected or appointed in a manner agreed upon by the members.
Democratic 1.0000000
0.0000000 FBQ2otherwise called borrowed capital consists of members deposits, loan from cooperative banks, loan from government and trading credits.
Loan capital 1.0000000
0.0000000
0.0000000 FBQ3
is issued by registrar of companies and cooperate affairs commission Abuja to show that a business is legally incorporated and recognize by government.
Certificate of Incorporation 1.0000000
0.0000000 FBQ4
tells you to about the regulation that is laid down for the internal rules and regulations of the government organization, and management of the company.
Article of Association 1.0000000
0.0000000 FBQ5 is issued to public limited liability company. It can start a business and exercises borrowing powers.
Certificate of Trading 1.0000000
0.0000000 FBQ6 We have two types of limited liability companies, they are and Public limited



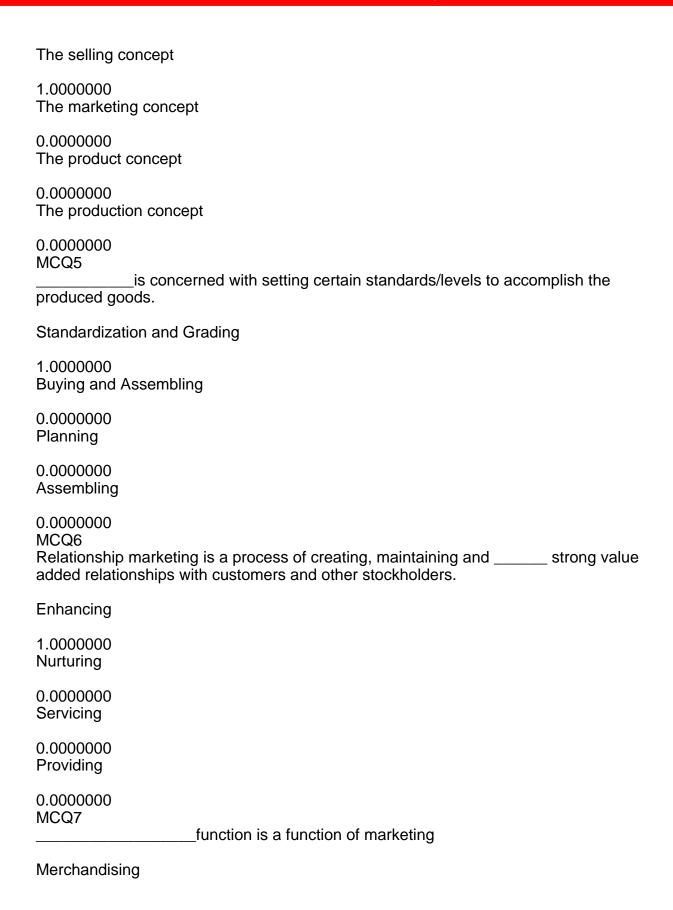


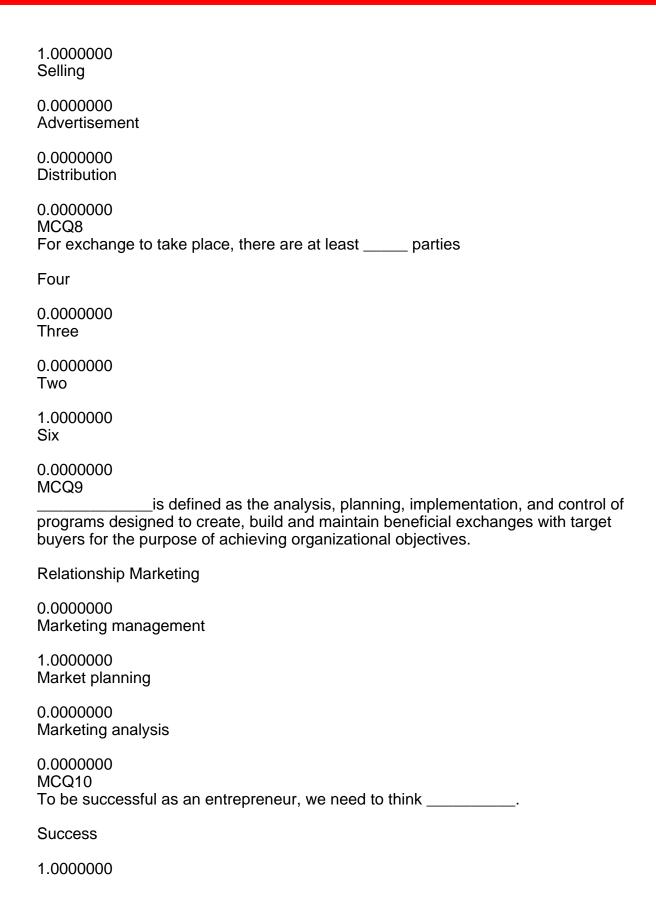


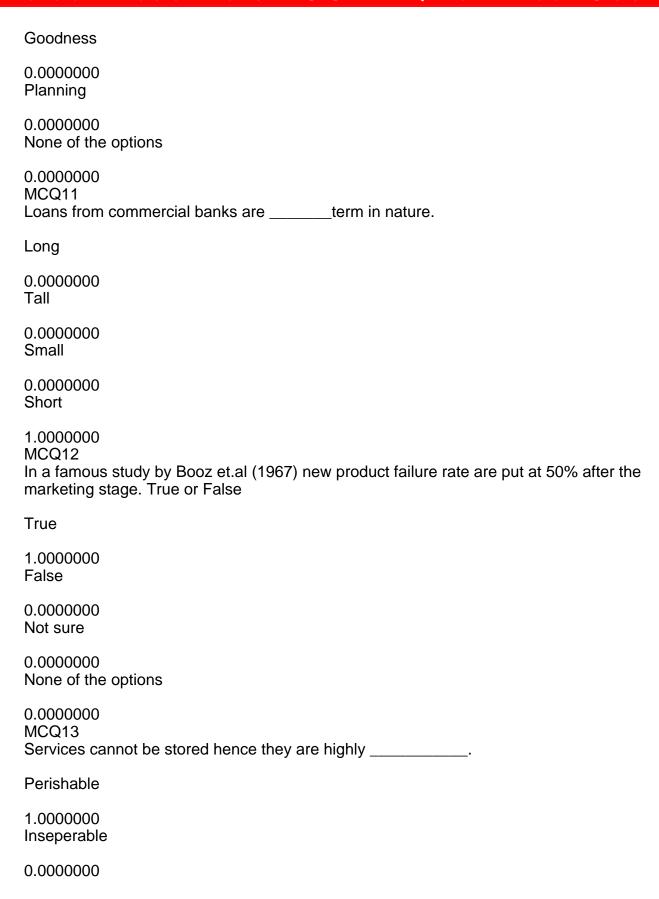


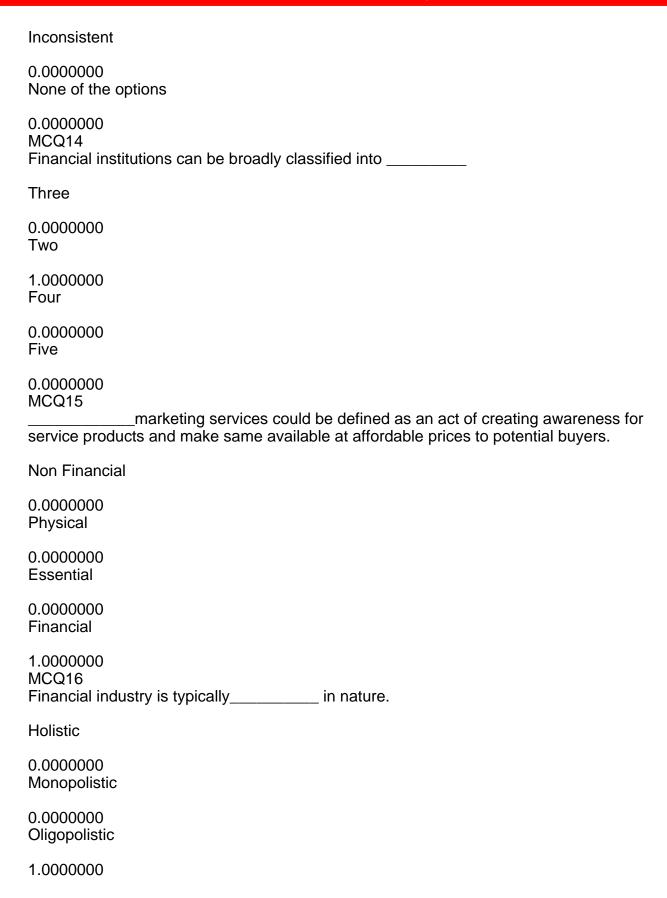
0.0000000
0.0000000 FBQ31has been defined as any act or performance that one party can offer to another that is essentially and does not result in the ownership of anything.
Services 1.0000000
0.0000000 FBQ32is defined as the subdivision of a market into homogeneous subset of customer, where any subset may conceivably be selected as a market target to be reached with a distinct marketing mix.
Market segmentation 1.0000000
0.0000000 FBQ33 Marketers have the task of managing and demand.
Markets 1.0000000
0.0000000 FBQ34 Since no company can operate in every market and satisfy every need, there is need for market segmentation. True or False
True 1.0000000
0.0000000 FBQ35 In mass marketing, or what is alternatively called undifferentiated marketing, the marketer offers one product or uses one blend of marketing mix to serve the whole market.
True 1.0000000
0.0000000
0.0000000 Multiple Choice Questions (MCQs)

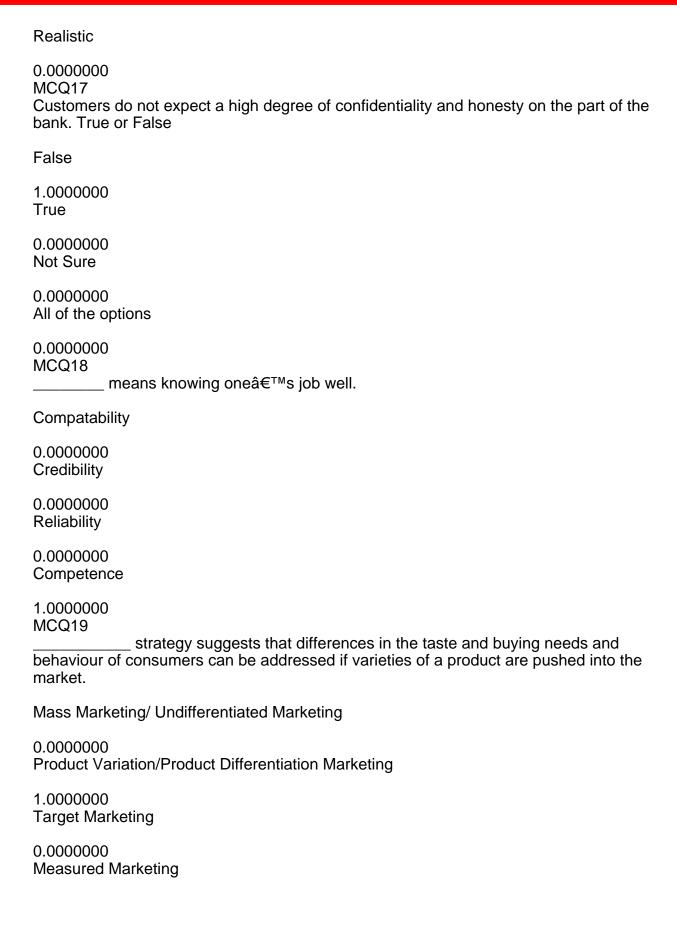
All members or partner take active part in the management of the business and are generally liable to any loss or risk **Active Partnership** 0.0000000 General Partnership 0.0000000 Limited Partnership 0.0000000 **Ordinary Partnership** 1.0000000 MCQ2 Cooperative principles are usually associated with _____who are referred to as the founding fathers of the modern cooperative societies. Rochdale Pioneers 1.0000000 Rochdale Pearson 0.0000000 Rochman Pionson 0.0000000 Pearson Robinson 0.0000000 MCQ3 Selling is pre-occupied with the _____need to convert his product into cash **Producers** 0.0000000 **Buyers** 0.0000000 Sellers 1.0000000 Agent 0.0000000 MCQ4 holds that consumers, if left alone will ordinarily not buy enough of the organization's products.











0.0000000 MCQ20 means the firm (Bank) should be able to reach the segments.
· ,
Differentiable
0.0000000 Measurable
0.0000000 Accessible
1.0000000 Sustainable
0.0000000 MCQ21
Here, consumers are grouped according to variables such as age, sex marital status, income, education, occupation, race, religion.
Demographic segmentation
1.0000000 Geographic segmentation
0.0000000 Psychographic segmentation
0.0000000 Behavioural Segmentation
0.0000000 MCQ22 Lifestyle is a pattern of living adopted by an individual under
Geographic segmentation
0.0000000 Psychographic segmentation
1.0000000 Behavioural Segmentation
0.0000000 Demographic segmentation
0.0000000 MCQ23

When a new service is being introduced, there is the need for advancement to introduce it to the general public. True or False

True

1.0000000

False

0.0000000

Not sure

0.0000000

All of the options

0.0000000

MCQ24

Other forms of promotional strategy include personal selling, publicity, and sales promotion. True or False

True

1.0000000

False

0.0000000

Not sure

0.0000000

All of the options

0.0000000

MCQ25

Products/services need to be available in adequate quantities, in convenient locations and at times when customers want to buy them. This is called Place or Distribution. True or False

True

1.0000000

False

0.0000000

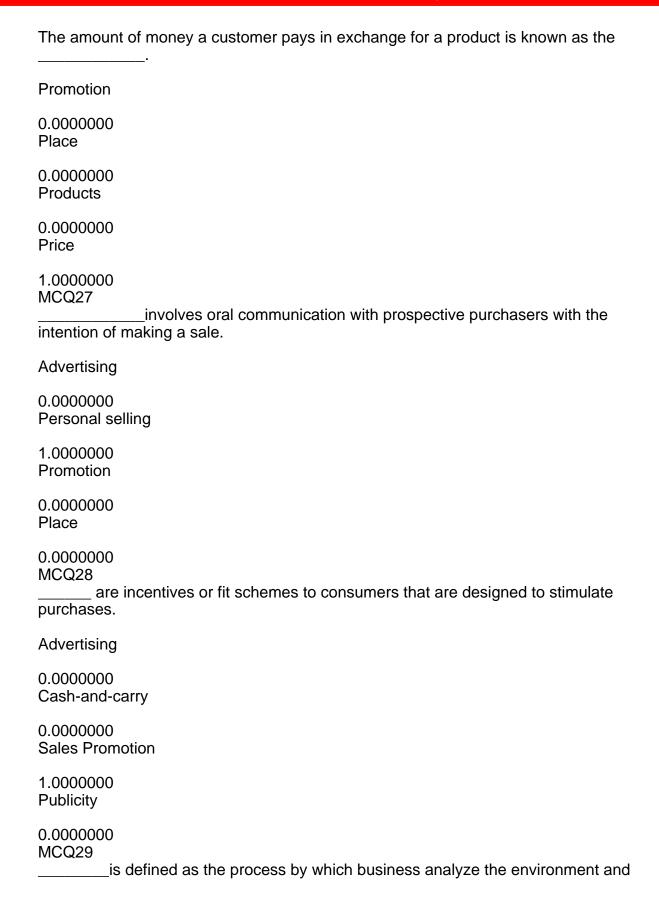
Not sure

0.0000000

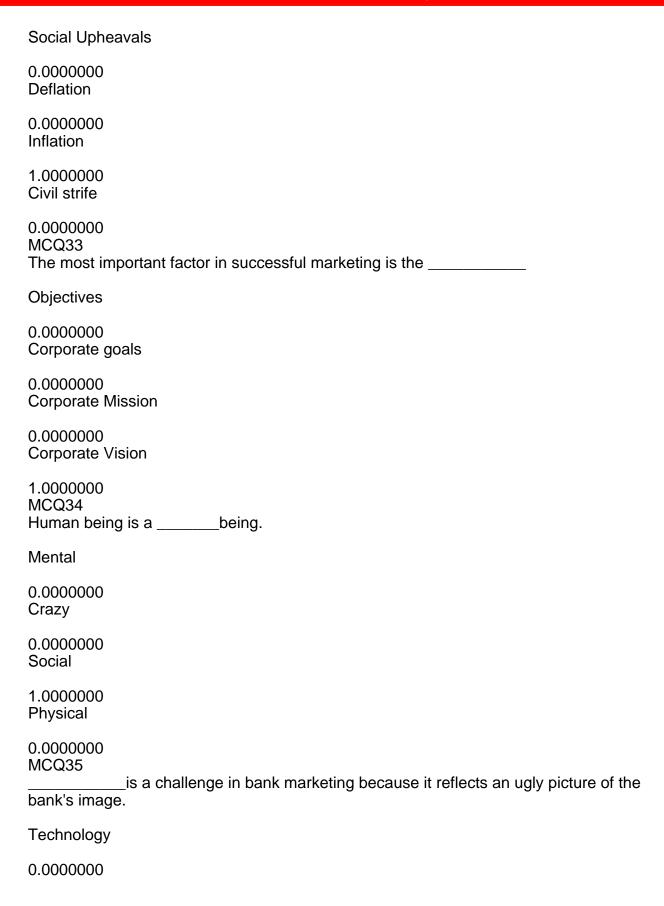
All of the options

0.0000000

MCQ26



their capabilities, decide upon course of marketing and implement those decisions.
Marketing planning
0.0000000 Marketing plan
1.0000000 Marketing analysis
0.0000000 Marketing function
0.0000000 MCQ30 The primary function of is to provides a yardstick against which progress can be measured with provision for appropriate action if achievement is seriously above or below target.
Marketing planning
1.0000000 Marketing plan
0.0000000 Marketing analysis
0.0000000 Marketing function
0.0000000 MCQ31 Brevity is not a quality of a good marketing plan. True or False
True
0.0000000 False
1.0000000 Not sure
0.0000000 All of the options
0.0000000 MCQ32 distorts planned lending levels and deposit rates of banks.



Untrained Staff

1.0000000 Knowledgeable Staff

0.0000000 Trust

0.0000000