

customer's esteem.
Symbolic Positioning

[MKT402] The _____ in the channel of distribution is aptly described as business activities that involve the direct sale of goods and services to the ultimate consumer for personal, household or non-business use.
Retail function

[MKT402] _____ factors influence consumer decision making process.
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[MKT402] Financial service development is concerned with financial service _____.
Innovation

[MKT402] _____ is the electronic customized collection platforms that allows corporate customers receive payment for goods and services nationwide while they monitor payment from the comfort of their offices or homes.
First collect

[MKT402] _____ are software experts who specialize in getting access into the database of a bank and performing unauthorized transactions in the account.
System hackers

[MKT402] For a customer-centric business, the most valuable asset is the _____.
Customer

[MKT402] _____ stresses the need for all functions in an organization to work together to respond to, serve and satisfy the customer.
Customer orientation

[MKT402] The process that involves the purchase of bill at a price below its face value is _____.
Discounting of bills

[MKT402] No two services even if from the same service provider are completely the same means _____.
Heterogeneity

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