

Static versus non-static

[MKT730] A situation where major part of the market dislikes the product, and may actually offer to pay a price in order to avoid it is referred to as:

Negative demand

[MKT730] One of the following is correct of a Marketer:

The buyer or the seller

[MKT730] Which of these is not part of the ways in which a person can obtain a product he or she wants?

Desiring

[MKT730] Wants for specific products that are backed up by an ability and willingness to buy them refers to:

Demand

[MKT730] Marketing is the function that assesses consumer needs and then satisfies them by creating an effective demand for, and providing, the goods and services at a profit?

Johnson, 1982

[MKT730] De-marketing is the best strategy during the condition of:

Overall demand

[MKT730] Whereas the selling concept starts with the market, the marketing concept starts with:

Customers

[MKT730] What type of demand situation is said to arise where a substantial number of consumers may hold a strong desire for something that cannot be satisfied by an existing product or service?

Hidden demand

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