

demand and supply to be published is \_\_\_\_.  
Published list pricing

[MKT859] Keeping the channel of communication open at all times is vital in \_\_\_\_ and addressing them.  
Uncovering grievances

[MKT859] \_\_\_\_ are services combined with products to offer a solution to customers.  
Systems

[MKT859] Industrial marketers deal on \_\_\_\_ types of product.  
3

[MKT859] Competition in industrial marketing is often on the basis of \_\_\_\_ and pricing decisions  
Price

[MKT859] Economic and risk analysis and product market strategies are the last steps in designing an industrial strategic \_\_\_\_.  
Marketing plan

[MKT859] Value is relative and based on \_\_\_\_  
Perception

[MKT859] There are \_\_\_\_ steps in improving product service.  
5

[MKT859] \_\_\_\_ means that service cannot be touched-they are invisible.  
Intangibility

[MKT859] \_\_\_\_ is an old and still common form of direct marketing. Its contact is through phone.  
Telemarketing