

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

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