

MKT411

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1. One of the major determinants of the level of demand is _____

--->> Price

Profit

Product quality

Market shares

2. The heart of exchange in marketing is _____

Products

--->> Price

Services

Interest

3. Price of a product may either be fixed or _____

--->> Negotiated

Arranged

Skimmed

Moderate

4. _____ covers products that are easily damaged or prone to theft

Distance

Risks

--->> Liability

Insurance

5. The ratio of product's weight to volume is referred to as _____

Liability

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Standardization

--->> Density

6. _____ makes exchange easy ,convenience and less cumbersome

Charges

Dues paid

Pricing decision

--->> Price

7. _____ allows cost of production to fall as production and sales increases

Pricing policies

--->> Penetration

Signaling

Going rate pricing

8. _____ allows location and localization of industries

Management

Planning

--->> Transportation

SWOT

9. _____ is the conveyance of goods and persons from one place to another

--->> Transportation

Hauling

Moving

Trucking

10. Giving something of value for other things of value is known as _____

Wages

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--->> Exchange

Transportation

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