

marketing mix is termed

b. Market positioning

[HCM237] It is a waste of time for a marketing manager to create an internal drive in consumers. This statement is

a. True

[HCM237] For effectiveness marketing plan should be written

c. Annually

[HCM237] Which is not part of the group

a. Psychological needs

[HCM237] When a need is not met it leads to a

c. Drive

[HCM237] Which has the right order

Physiologist-safety-social-personal

[HCM237] Evaluating each segments attractiveness and selecting one or more of the market segment is termed

c. Market target

[HCM237] Everyone is motivated by

b. Need and wants

[HCM237] Dividing a market into district groups who might require separate produce and/or marketing mixes is termed

d. Market segmentation

[HCM237] Which of these deals with need for love, friendship, personal interaction

c. Social needs

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