

1. in _____, planning is long-run oriented in terms of new products, tomorrow's markets and future growth.

Selling

2. Personal selling is defined as the _____ presentation in a conversation with one or more prospective purchasers for the purpose of making sales.

oral

3. The _____ concept rests on four main pillars

marketing

4. A _____ can define its market carefully and still fail at customer-oriented thinking.

company

5. People have almost unlimited _____ but limited resources

wants

6. Human wants are desires for specific _____ of deeper needs.

satisfaction

7. A product can be defined as anything that can be offered to someone to _____ a need or want.

satisfy

8. Product _____ is also part of product development which focuses on the functional aspects of the product and on consumer acceptance.

testing

9. Marketing takes place when people decide to satisfy needs and wants through _____.

exchange

10. Kotler (1984) states that for exchange to take place, it must satisfy conditions

five

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