

technology.

[MKT108] Product adaptation is necessary under several conditions  
yes

[MKT108] Determining Research Objectives are all ,except  
Export

[MKT108] Marketing research is the first step taken by any  
Business man before investing his money in business

[MKT108] For exchange to take place, Kotler (1984), lists conditions that must be  
satisfied  
five

[MKT108] \_\_\_\_\_ decisions are strongly affected by developments in the political  
and legal environment.  
Marketing

[MKT108] A product provides a bundle of satisfaction that the consumer derives from  
the product itself, along with its promotion, distribution, and price.  
yes

[MKT108] Marketing evolves from this last approach to acquiring products i.e. \_\_\_\_\_.  
exchange

[MKT108] One major objective of international research is to discover new  
opportunities.  
foreign market

[MKT108] Research is necessary but a lot  
of \_\_\_\_\_ are reluctant to engage in international research  
managers

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