

through \_\_\_\_\_  
Outside sources

[MKT201] Marketing exists only when \_\_\_\_\_  
There is an exchange

[MKT201] Customer satisfaction is the extent to which a product's perceived performance matches a \_\_\_\_\_  
Buyer's expectation

[MKT201] the benefit of marketing segmentation is that it leads to more satisfying marketing \_\_\_\_\_  
results

[MKT201] Market \_\_\_\_\_ also allows accurate measurement of goals and performance.  
segmentation

[MKT201] In the early stage of the society's economic development, marketing problem focuses on \_\_\_\_\_ -  
Physical production

[MKT201] It has been reported that \_\_\_\_\_  
Retailers

[MKT201] \_\_\_\_\_ are wants for specific products that are backed up by purchasing power  
Demands

[MKT201] A \_\_\_\_\_ is a state of felt deprivation of some basic satisfaction  
Human need

[MKT201] \_\_\_\_\_ is the business process by which products are matched with markets and through which transfer of ownership are effected  
Marketing

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