

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