

psychology and____
Marketing science

[MKT206] One of the options is not one of the objectives which a CRM strategy must consider in a company's operations
price reduction

[MKT206] Open clubs are good for building a _____
database

[MKT206] The consumer buying process is usually depicted as consisting of _____
distinct stages
5

[MKT206] Need arousal is the same thing as _____
Problem identification

[MKT206] Companies may not adopt CRM because of _____
Internal political issues concerning ownership of systems

[MKT206] All of the options are components of customer relationship management except _____ including, customer relationship management organization, and marketing research

[MKT206] By functional benefits of a product is meant _____
Tangible outcomes

[MKT206] A CRM system is implemented for _____
All of the above

[MKT206] Pester power stands for _____
children as influencers