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[MKT401] Which of the following is not an element of the traditional marketing mix Producer

[MKT401] The model whose producer is the commercial entity and the user makes the purchasing decision is called B2C

[MKT401] Relationship marketing aims to provide the best customer service and build customer loyalty TRUE'

[MKT401] Marketing has both inbound and outbound activities TRUE'

[MKT401] Inbound activities discovers the needs and wants of potential customers TRUE'

[MKT401] Which of the following is not a feature of developing economies High Technology

[MKT401] The process of sub-dividing a large homogenous market into an identifiable segments is called Market segmentation

[MKT401] The importance of marketing to any economy includes High level of taxation

[MKT401] The four basic segmentation strategies are Mechanical plan

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