

Family

[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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