

Market segmentation is important for all but one of the following:
Better external supports

All except one of the following underscore the essence of exchange:
Presence of at least three parties

The extent to which a product's perceived performance matches a buyer's expectation is known as:
Satisfaction

A demand condition where an organisation faces a demand level that is higher than they can or want to handle is referred to as:
Overall demand

The following except one are characteristics of Business Market demand:
Demand is elastic

Segmentation their markets according to personality and life styles refers to:
Psychological segmentation

Strategic marketing planning starts with
Situation analysis

Internal or external forces that require person to respond in some way is called:
Drive

One of these falls outside the controllable environment of business:
Competition

Which of the following concepts best accounts for public concerns?
Societal marketing concepts