

Which of these best describes the process of managing detailed information about individual customer and carefully managing all customer touch points to maximize customer loyalty?

CMR

One of the following does not form sections of the annual marketing plan:

Environmental protection strategy

All but one of these are not bases for segmentation:

Competition

Vertical market exists when:

A product can be tailor-made to meet the specific needs of one industry

The business ethics theory that argues that corporate rights and responsibilities can be inferred from the terms and conditions of an imaginary contract between business and society is called:

Social contract theory

Which of these does not belong to the micro-environment of marketing

Government

The process of gathering information on various aspects of the marketing environment is called:

Environmental scanning

Which of the demand situation can cause the twin problems of idle capacity or overworked capacity?

Irregular demand

One of these is the best strategy for handling unwholesome demand condition:

Fear communication

A trade of values between two parties is known as:

Exchange

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