MKT108
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1. Every move a marketer makes is affected by and has some effects on his _____

      Production activities

      Target markets

      Natural environment

  --->> Marketinf environment

2. An organization is said to face full-demand when it is plesaed with its _____

      Quality of products

      Prices of the products

  --->> Amount of business

      Middlemen

3. A ____ is the set of actual and potential buyers of a product

      Marketer

      Seller

  --->> Market

      Marketing

4. When a situation of no demand exists, the target consumers are _____

  --->> Indifferent to the product

      Indifferent to the prices

      Indifferent to the quality

      Indifferent to packages

5. Marketing is made up of a number of activities known as _____

      Primary function

Secondary function

Management function

6. Marketing functions are often performed by the _____

Prospective buyers

Potential buyers

--->> Middlemen

Advertisers

7. Auxillary function of marketing includes the following except one

Market Information

--->> Transportation

Risk bearing

Marketing finance

8. Marketing manager _____ demand for the company's product

Compelled

Advertised

Forced

--->> Stimulate

9. Merchandising function of marketing include the followings except _____

--->> Storage

Selling

Buying and assembling

Standardization and grading

10. A market is said to be in a state of negative demand if a major part of the market _____

--->> Dislikes the product

Over-concentrated

Attracts less buyers