

MKT205

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1. The business philosophy that challenges the above three business orientation , its central tenets crystallized in the _____

--->> 1950s

1960s

1990s

1980s

2. Marketing came into Nigeria banks after mid _____ in form of application to marketing concept

60s

90s

70s

--->> 80s

3. A basic justification for segmenting of markets is the fact that markets are often _____

Homogeneous

oligopolistic

indeginous

--->> Heterogeneous

4. _____ enables the producer to design products and market appeals to satisfy tile needs of the target groups

Targeting

--->> Segementation

advertising

selling

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segmentation

industry

--->> advertising

Purchasing

6. Target marketing according to Adirika (1993) requires four major steps it includes market targeting, _____

--->> Market targeting

selling

product

segmentation

7. The marketing concepts represent the major change in today's company orientation that provides the foundation to achieve _____

equal advantage

social advantage

economic advantage

--->> Competitive advantage

8. The marketing concept rest on _____ pillars

six

two

--->> four

eight

9. Financial institutions are most often described as being _____ in nature.

Homogeneous

--->> oligopolistic

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none of the above

10. The following skills are demanded of market professionals except _____

--->> consumers research

sales promotion

advertising

encourage words of mouth

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