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Test Bank for Marketing Management An Asian Perspective 6th Edition
by Kotler

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Chapter 2: Developing Marketing Strategies and Plans

1) The task of any business is to _____

- A) create customer needs
- B) differentiate in terms of cost of production
- C) deliver customer value at a profit
- D) reduce competition
- E) communicate similar value as provided by competitors

Answer: C

Page Ref: 40

Objective: 1

Difficulty: Easy

2) What is the traditional view of marketing?

- A) Firms should just focus on production because if the products are good then they will automatically sell.
- B) Firms should just focus on making something and then selling it.
- C) Firms should have a proper marketing team that can increase consumers' awareness of their products and raise their interest in them.
- D) Firms should price their products as low as possible so that marketing them becomes easy.
- E) Firms should remember that promotion is the most important of the four Ps.

Answer: B

Page Ref: 40

Objective: 1

Difficulty: Easy

3) Value delivery process can be divided into three phases, out of which 'choosing the value' implies _____, which is the essence of strategic marketing.

- A) segmentation, developing, and delivering
- B) targeting, positioning, and communicating
- C) targeting, positioning, and delivering
- D) segmentation, targeting, and positioning
- E) researching, developing, and delivering

Answer: D

Page Ref: 40

Objective: 1

AACSB: Reflective thinking

Difficulty: Easy

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