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Marketing Management, 15e (Kotler) Chapter 2 Developing Marketing Strategies and Plans

B) strategic marketing plan
C) corporate tactical plan
D) corporate 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
Diff: 1
LO: 2.1: How does marketing affect customer value?
AACSB: Reflective thinking

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 production and selling because marketing occurs as a part of the selling process.

C) Firms should have a proper marketing team that can increase consumers' awareness of their products and rouse 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 Diff: 1

LO: 2.1: How does marketing affect customer value?

AACSB: Reflective thinking

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

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