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Principles of Marketing, 15e (Kotler/Armstrong)

Chapter 1 Marketing: Creating and Capturing Customer Value

1) Which of the following is NOT an accurate description of modern marketing?

- A) Marketing is the creation of value for customers.
- B) Marketing involves managing profitable customer relationships.
- C) Marketing emphasizes selling and advertising exclusively.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is building value-laden exchange relationships with customers.

Answer: C

Page Ref: 4-5

Skill: Concept

Objective: 1-1

Difficulty: Moderate

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) maximize profits of the company
- B) emphasize customer wants and not customer needs
- C) make selling unnecessary
- D) fulfill unrealistic customer expectations
- E) sell products

Answer: C

Page Ref: 5

Skill: Concept

Objective: 1-1

Difficulty: Easy

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

- A) Research
- B) Innovation
- C) Manufacturing
- D) Marketing
- E) Production

Answer: D

Page Ref: 5

Skill: Concept

Principles Of Marketing 15th Edition Test Bank

Tobias Bleicker



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