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Correct answer: (D) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large ...

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examinations. Marketing Management Multiple Choice Questions and Answers. 1. The word "Market" is derived from the Latin word _____. Ans: Mercatus. 2. In its strict meaning, market need not necessarily mean a place of exchange. (True / False)

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-1. Delivering different messages to members of a business decision making unit is a key difference between B2C and B2B marketing which is reflected in web design through _____.
A. different feature stories appealing to different members of the audience

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execution selling strategies research 2. Marketing management is _____.
managing the marketing process monitoring the profitability of the company's products and services

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Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships – except this one. This textbook takes a global viewpoint, with the help

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of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they

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students or practitioners looking to improve their knowledge.

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