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~~Creating Customer~~
~~Value~~

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the new marketing
thinking b. the old
marketing thinking c.
global marketing d.
relationship marketing
thinking Answer: (a)

Difficulty: (2) Page: 36,
Table 1- TRUE/FALSE
QUESTIONS

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Principles Chapter 1 -
MKTG1280 ...

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Marketing 13th Kotler
& Armstrong. Chapter
1: Marketing: Creating
and Capturing Customer
Value 1) All of the
following are accurate
descriptions of modern
marketing, EXCEPT

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which one? A)

Marketing is the
creation of value for
customers. B)

Marketing is managing
profitable customer
relationships.

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Marketing and the

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Marketing Process 1.

Marketing: Creating
Customer Value and
Engagement. 2.

Company and
Marketing Strategy:
Partnering to Build
Customer Engagement,
Value, and

Relationships. Part 2:
Understanding the
Marketplace and
Consumer Value. 3.

Analyzing the

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Principles of Marketing,
16e (Kotler) Chapter 6
Business Markets and
Business Buyer
Behavior 1) The
decision process by
which business buyers

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determine which products and services their organizations need to purchase and then find, evaluate, and choose among alternative suppliers and brands is known as _____.

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- 17) Making more sales
to current customers
without changing a
firm's products is _____.
A) market development
B) market penetration

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C) diversification D)
market attractiveness E)
product ...

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