

Marketing Management, 14e (Kotler/Keller)
Chapter 1 Defining Marketing for the 21st Century

1) Which of the following statements about marketing is true?

- A) It is of little importance when products are standardized.
- B) It can help create jobs in the economy by increasing demand for goods and services.
- C) It helps to build a loyal customer base but has no impact on a firm's intangible assets.
- D) It is more important for bigger organizations than smaller ones.
- E) It is seldom used by nonprofit organizations.

Answer: B

Page Ref: 4

Objective: 1

Difficulty: Easy

2) _____ is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.

- A) Marketing management
- B) Knowledge management
- C) Operations management
- D) Strategic management
- E) Distribution management

Answer: A

Page Ref: 5

Objective: 2

Difficulty: Easy

3) Identify the correct statement about marketing management.

- A) It is primarily concerned with the systematic gathering, recording, and analysis of data about issues related to marketing products and services.
- B) It focuses mostly on monitoring the profitability of a company's products and services.
- C) It focuses solely on attaining an organization's sales goals in an efficient manner.
- D) It is defined as the field that deals with planning and managing a business at the highest level of corporate hierarchy.
- E) It occurs when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties.

Answer: E

Page Ref: 5

Objective: 2

Difficulty: Moderate

Marketing Management 14th Edition Test

**Bruce Wrenn, Robert E. Stevens, David
L. Loudon**



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Annual Editions John E. Richardson, 2003-11 Features several articles which address marketing theory and application in a range of industries In addition they reveal how several firms interpret and utilize marketing principles in their daily operations and corporate planning

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Agricultural Index, 1929

Biological & Agricultural Index, 1928

Poultry Tribune, 1964

Global Marketing Management John A. Quelch, Christopher A. Bartlett, 1999 Global Marketing Management provides a concise set of cases examining business development business government relations and other issues that help students translate theoretical concepts into practice

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Fundamentals of Marketing William J. Stanton, Michael J. Etzel, Bruce J. Walker, 1993 This text provides coverage of the managerial approach to marketing fundamentals stressing the importance and necessity of a customer oriented approach Each chapter features international and ethical references as well as managerial perspectives

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An application of decision theory under the operating pressures of marketing management Joseph W. Newman, 1965

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Marketing Management: Strategy, planning, and implementation Benson P. Shapiro, Robert J. Dolan, John A. Quelch, 1985

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