

WGU D174 Objective Assessment Review (New 2025/ 2026 Update) Marketing Management | Qs & As| Grade A| 100% Correct (Verified Answers)

QUESTION

A market research company segments individuals from the general population into sample groups that were created using sets of assumed characteristics.

What ethical issues should the company's market research team address in this situation?

Answer:

- A. Stereotyping
- B. Selective Marketing
- C. Puffery
- D. Privacy Invasion

Correct **Answer:**

- A. Stereotyping

QUESTION

The founder of a well-known company is focused on keeping and cultivating profitable current customers by collecting and using real-time customer information.

Which post-marketing concept is the focus of this company?

Answer:

- A. Manufacturing orientation.
- B. One-to-one orientation
- C. Relationship Orientation.
- D. Differentiation Orientation

Marketing Management Questions And Answers Objective Type

Dr. S. K. Singh, C.A. Nikhil Gupta



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