

Principles of Marketing

Diagnostic Test

Direction: Read and answer the following questions carefully. Encircle the letter of your answer.

1. It is the process of continuously & profitably satisfying target customer's needs, wants & expectations superior to competition.
a. Company b. Customer c. Marketing d. Competition
2. Its objective is to satisfy the needs, wants & expectations of target customers.
a. Company b. Customer c. Marketing d. Competition
3. Its objective is to ensure corporate health and profit.
a. Company b. Customer c. Marketing d. Competition
4. It is the result of satisfying the customer's needs & wants.
a. Sales b. Profit c. Market Shares d. Users
5. It is the ratio of your brand sales versus the total sales in your market.
a. Sales b. Profit c. Market Shares d. Users
6. It is an indispensable component for a firm to continuously satisfy its customers. It must always go hand-in-hand with honor.
a. Sales b. Profit c. Market Shares d. Users
7. Its function is to satisfy the needs and wants of the target market.
a. Product b. Price c. Promotion d. Placement
8. Its function is to make the product affordable to the target market & reflect the value of benefits provided.
a. Product b. Price c. Promotion d. Placement
9. It is a procedure, flow of activities, and other mechanisms that deliver the intended experience.
a. Physical environment b. Process c. People d. Product
10. These are the members of the team who contribute to the delivery of the service & its brand promise whether at the front line or in the back office, on-site or off-site.
a. Physical environment b. Process c. People d. Product
11. To make the product conveniently available to the target market consistent with their purchasing patterns.
a. Product b. Price c. Promotion d. Placement
12. Place where service is performed; includes all touch points leading to the place.
a. Physical environment b. Process c. People d. Product
13. This concept reflects customer loyalty, a reliable way of evaluating customer's satisfaction.
a. Change b. Loyal customer c. Sales d. Price
14. It comes after trial of the product/services.
a. Customer trial b. Customer error c. Customer loyalty d. Customer satisfaction
15. It comes after the repeat purchase.
a. Customer trial b. Customer error c. Customer loyalty d. Customer satisfaction
16. This is done by understanding and contextualizing pain points of consumers and creating features or attributes that remove those pain points.
a. Functional benefit c. Social benefit
b. Emotional benefit d. Economic benefit
17. Takes into consideration how customers want to be perceived by others using a product or service.
a. Functional benefit c. Social benefit
b. Emotional benefit d. Economic benefit

Test Yourself Principles Of Marketing

ML Yell



Test Yourself Principles Of Marketing:

The Enigmatic Realm of **Test Yourself Principles Of Marketing**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **Test Yourself Principles Of Marketing** a literary masterpiece penned by way of a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those that partake in its reading experience.

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