

Chapter 1 (Principle of Marketing) (part1)

Multiple choice Questions

1. is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange

- A. Research
- B. Innovation
- C. Manufacturing
- D. Marketing
- E. Production

Answer: D

2. Which of the following is NOT an accurate description of modern marketing?

- A. Marketing is the creation of value for customers.
- B. Marketing involves managing profitable customer relationships.
- C. Marketing emphasizes selling and advertising exclusively.
- D. Marketing involves satisfying customers' needs.
- E. Marketing is building value-laden exchange relationships with customers.

Answer: C

3. According to the five-step model of the marketing process, which of the following is the final step in creating value for customers?

- A. designing a customer-driven marketing strategy
- B. understanding the marketplace and customer needs
- C. constructing an integrated marketing program that delivers superior value
- D. building profitable relationships and creating customer delight
- E. capturing value from customers to create profit and customer equity

Answer: D

4. are human needs that are shaped by culture and individual personality

- a. Wants
- b. Demands
- c. Values
- d. Exchanges

Answer: A

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Anastasiades, Panagiotes S.



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Blended Learning Environments for Adults: Evaluations and Frameworks Anastasiades, Panagiotes S.,2012-04-30 This book demonstrates the view that Information and Communication Technologies should not be considered as a neutral teaching medium but instead be implemented under pedagogical conditions aiming at the development of critical thinking through their creative integration into the social and cultural context Advanced Learning and Teaching Environments

Núria Llevot-Calvet,Olga Bernad-Cavero,2018-07-18 In a plural complex and diverse society the school faces many challenges Teachers must prepare their students for future professions unthinkable nowadays and the digital competences of teachers and students are one of the axes of an advanced school This book presents a set of works rigorously elaborated by authors of different disciplines on the role of information and communication technologies ICT in educational centers and on the use of digital resources in the initial and continuing teacher training to improve them as well as in the teaching of different subjects to achieve a better academic and social performance of students Besides the reader will find some innovative experiences in physical education to achieve a better physical emotional and social performance of students *The No-nonsense Guide to Training in Libraries* Barbara Allan,2013-08 This book is aimed at helping experienced trainers as well as those who are still developing their skills and provides guidance on the design and delivery of effective training courses with topics including the people side of training use of technologies to support training practices different approaches to learning and teaching planning and designing training delivering training face to face and blended learning evaluation of training events and continuous improvement and learning and development in the workplace This guide uses case studies and examples of best practice from public school academic special and government libraries **Teaching Psychology** Jillian Grose-Fifer,Patricia J. Brooks,Maureen O'Connor,2018-11-26 A guide to an evidence based approach for teaching college level psychology courses Teaching Psychology offers an evidence based student centered approach that is filled with suggestions ideas and practices for teaching college level courses in ways that contribute to student success The authors draw on current scientific studies of learning memory and development with specific emphasis on classroom studies The authors offer practical advice for applying scholarly research to teaching in ways that maximize student learning and personal growth The authors endorse the use of backward course design emphasizing the importance of identifying learning goals encompassing skills and knowledge and how to assess them before developing the appropriate curriculum for achieving these goals Recognizing the diversity of today s student population this book offers guidance for culturally responsive ethical teaching The text explores techniques for teaching critical thinking qualitative and quantitative reasoning written and oral communication information and technology literacy and collaboration and teamwork The authors explain how to envision the learning objectives teachers want their students to achieve and advise how to select assessments to evaluate if the learning objectives are being met This important resource Offers an evidence based approach designed to help graduate students and new instructors embrace a

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