

## 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

# Chapter 1 Quiz Questions Pbworks

**Núria Llevot-Calvet, Olga Bernad-  
Cavero**



## Chapter 1 Quiz Questions Pbworks:

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