Assignment 1
The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.
1) Which of the following statements about marketing is true?
   a) It is of little importance when products are standardized.
   b) It helps to build a loyal customer base but has no impact on a firm's intangible assets.
   c) It is more important for bigger organizations than smaller ones.
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: It is more important for bigger organizations than smaller ones.

2) Selling makes an economic contribution by which of the following:
   a) Increasing competition
   b) Developing new business
   c) Discovering unfulfilled needs
   d) Selling improved distribution
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: Discovering unfulfilled needs

3) Identify which of the following statements is/are false:
   a) Early traders expanded colonization
   b) Interests standards were set by a few among early traders
   c) Today's sales reps are consumer oriented
   d) There is no need to set innovations
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: There is no need to set innovations

4) Professional selling (developed):
   a) Before WWI
   b) After the Korean war
   c) Before WWI
   d) After WWI
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: Before WWI

5) Which one of the three would lead to all parts of the organization towards consumers?
   a) Marketing concept
   b) Selling
   c) Orientation of needs
   d) Competitive concept
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: Marketing concept

6) Which of the market is characterized by a relative scarcity of goods?
   a) Buyer's
   b) Seller's
   c) Industrial
   d) Consumer
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: Buyer's

7) What would a marketing concept mean?
   a) All parts of the company are geared to selling
   b) All parts of the company are geared to marketing
   c) Parts of the company (mostly marketing and sales) are geared to consumer convenience
   d) None of the above
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: None of the above

8) Which of the below would mean that all parts of an organization are oriented towards solving consumer problems, and meeting the needs of the expected customers?
   a) Professional selling
   b) The marketing concept
   c) The selling revolution
   d) Strategic selling
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: None of the above

9) What according to you can be defined as an interpersonal persuasive process designed to influence someone's decision?
   a) Marketing
   b) Advertising
   c) Personal selling
   d) Sales promotion
   **No, the answer is incorrect.**
   Score: 0
   Accepted Answers: Personal selling

10) The importance of selling can be discussed from which of the below viewpoints?
     a) Economic distribution
     b) Business management
     c) Social contribution
     d) All of the above
     **No, the answer is incorrect.**
     Score: 0
     Accepted Answers: All of the above