



# **Vu Buddy- MGT301**

1. **Demarketing is a marketing philosophy focused upon product differentiation and positioning.**
  - a. True
  - b. False
2. **There is no difference between consumer and customer.**
  - a. False
  - b. True
3. **No single competitive marketing strategy is best for all companies.**
  - a. False
  - b. True
4. **The macroenvironment consists of the factors close to the company that affect its ability to service its customers, such as suppliers, customer markets, competitors, and publics.**
  - a. True
  - b. False
5. **According to Engel's laws, consumers tend to spend a smaller percentage of income on food as income rises.**
  - a. False
  - b. True
6. **Selling is managing profitable customer relationships.**
  - a. True
  - b. False
7. **The microenvironment consists of larger societal forces that affect the microenvironment, such as demographic, economic, political, and cultural forces.**
  - a. False
  - b. True

8. **An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.**
- a. False
  - b. True
9. **Marketers of products, services, and ideas only practice marketing, whereas buyers do not.**
- a. True
  - b. False
10. **Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners.**
- a. True
  - b. False

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