



Vu Buddy- MGT301

1. **Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.**
 - a. True
 - b. False
2. **More and more companies are shifting their brand management focus toward customer relationship management.**
 - a. False
 - b. True
3. **Exploratory research is NOT a type of marketing research.**
 - a. True
 - b. False
4. **At Air Online, “we create customer connectivity, anytime, anywhere,” is a product-oriented business definition.**
 - a. False
 - b. True
5. **It is important to note that data becomes old quickly, and keeping the database current requires a major effort.**
 - a. True
 - b. False
6. **Making more sales to current customers without changing a firm’s products is market penetration.**
 - a. True
 - b. False
7. **The collection of businesses and products that make up a company is called its marketing strategy.**
 - a. True
 - b. False

8. If you purchase candies for your children. Here, you are a consumer and your children are customers.
- a. False
 - b. True
9. Mission statements must fit the market environment, as indicated here by the Girl Scouts' mission: "where girls grow strong."
- a. True
 - b. False
10. Holiday Inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding what position it wants to occupy in these segments is called targeting.
- a. True
 - b. False

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