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Grade Details - All Questions Question 1. Question: Which answer BEST describes the role that SWOT Analysis (the acronym for Strengths, Weaknesses, Opportunities, and Threats) plays in the marketing process? Student Answer: Marketers conduct SWOT Analysis primarily to help create advertising. Business managers use SWOT Analysis as a last step to summarize decisions from the strategic plan.

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STEP 1: Choose the Correct Type of Name. Certain types of names are better suited for certain products. So let's categorize the types of names that exist.. NOTE: I'll be using the terms product and business interchangeably. There is a difference. However, that difference won't affect this naming process.

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