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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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Definition of Marketing. Traditional Concept: The term 'traditional marketing' can be expressed as the business activity through which goods and services directly move from producers to consumers or users. Modern Concept: The term 'modern marketing' can be expressed as the achievement of corporate goals through meeting and exceeding customer needs better than the competition.

Nature and Scope of Marketing - General Knowledge Today

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Sales - Wikipedia

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to build and maintain successful relationships with target customers. The market environment consists of both the macroenvironment and the microenvironment. The microenvironment refers to the forces that ...

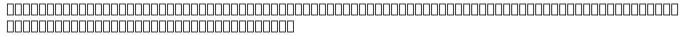
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