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Chapter 1

Which of the following activities is not correct about the marketing concept? ✓✓ Focusing on internal capabilities rather than on customer wants and needs.

Which of the following statements is true regarding companies engaged in relationship marketing? ✓✓They are focused on improving rapport with current customers

When someone gives up something in order to receive something else they would rather have, it is called:

An exchange

Shelby is looking to purchase a new car. She knows from her marketing class, that she should research the different models she is interested in and evaluate the alternatives before making such a large purchase. This demonstrates which reason to study marketing?

Marketing is part of everyday life

Which of the following is a reason for firms to adopt a societal marketing orientation?

✓✓Growing environmental concerns

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Teck Weng Jee, Evan Lau, Mark Kilgour

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