

# Marketing Lamb Hair Mcdaniel Test Bank

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21 The company's marketing objective is to increase sales next year This is an example of a well-stated objective ANS: F This marketing objective is not measurable or compared to a benchmark

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2-7 Explain the criteria for stating good marketing objectives Objectives should be realistic, measurable, time specific, and compared to a benchmark They must also be consistent and indicate the priorities of the organization Good marketing objectives communicate marketing management philosophies,

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MKTGLAMB150206 - 2-6 AACSB Reflective Thinking CB&E Model Strategy BLOOMS Level II Comprehension 17 To be useful, marketing objectives should be realistic, measurable, time specific, and based on sales a True b False ANSWER: False RATIONALE: Useful marketing objectives should be

realistic, measurable, time specific, and compared to a

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Chapter 6 Business Marketing 1 1 Lamb, Hair, McDaniel CHAPTER 7 Business Marketing 20102010- ---20112011 2 LO 1 Describe business marketing LO 2 Describe the role of the Internet in business marketing LO 3 Discuss the role of relationship marketing and strategic alliances in business marketing LO 4 Identify the four major categories of business

### **Chapter 02 Strategic Planning for Competitive Advantage**

23 Marketing strategy involves the activities of selecting and describing one or more target markets and developing and maintaining a marketing mix that will produce mutually satisfying exchanges with target markets (A) True (B) False Answer : (A) 24 In a target market strategy, identifying the market segment or segments begins with a market

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