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Better Business, 3e (Solomon)

Chapter 12 Marketing and Consumer Behavior

1) Marketing departments do NOT serve which of the following functions?

- A) establish desirable pricing strategies
- B) establish meaningful relationships with customers to instill loyalty
- C) determine what products to produce and what products not to produce
- D) promote an organization by persuading customers that their products are the best
- E) keep an eye on what people need and want

Answer: C

Explanation: C) Marketing departments are responsible for staying aware of people's needs and desires. Though marketing is a field known for its job of promoting companies and their products by persuading customers to make purchases, marketers also must participate in the process of establishing pricing strategies that will benefit the company as well as be attractive to the customers. When customers develop relationships with the company and its products, it is the task of the marketing department to turn those relationships into meaningful ones, ensure repeat business, and to instill loyalty. Marketing departments do not determine the specific products that a company will produce.

Diff: 2

Objective: 12-1 How has marketing evolved over the production concept era, the sales concept era, the marketing concept era, and the customer relationship era?

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Michael Rajnik



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