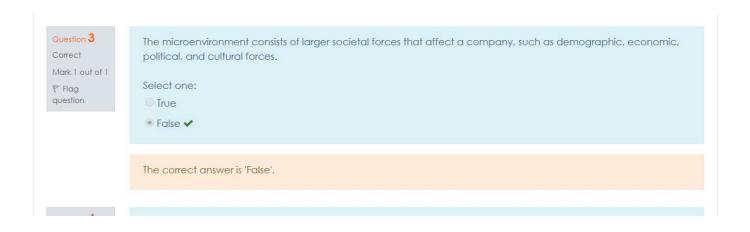
MKET130 Online Quiz Ch3

By: Hana Hirzallah







Question 4
Correct
Mark 1 out of 1
Flag
question

Which of the following is a component of a firm's microenvironment?

Select one:

a.

C) population shifts

b.

E) technological changes

c.

A) customer demographics

d.

B) economic recessions

e.

D) marketing intermediaries ✓

Question 5
Correct
Mark 1 out of 1

Flag
question

Marketing success requires building relationships with other company departments, suppliers, marketing intermediaries, competitors, various publics, and customers, which combine to make up the company's value delivery network

Select one:

● True ✔

False

The correct answer is 'True'.

Question 6

Correct

Mark 1 out of 1

Flag
question

______provide the resources needed by a company to produce its goods and services.

Select one:

a.
A) Retailers

b.
E) Financial intermediaries

c.
C) Resellers

d.
B) Marketing services agencies

e.
D) Suppliers ✓



Correct
Mark 1 out of 1
P Rag
question

Select one:

a.

C) Resellers

b.

A) Financial intermediaries

c.

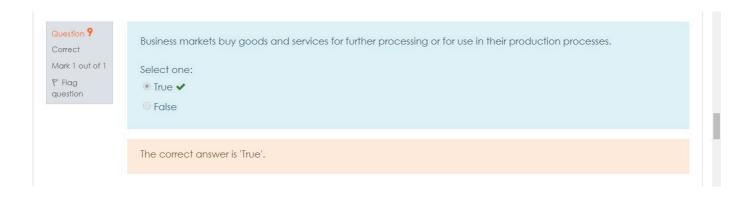
D) Marketing services agencies

d.

E) Wholesalers

e.

B) Physical distribution firms



Question 10
Correct
Mark 1 out of 1
Flag
question

Which of the following is true with regard to media publics?

Select one:

a.

D) This group includes neighborhood residents and community organizations.

C) The primary function of this group is to critique the marketing decisions of companies.

e.
 B) This group carries news, features, and editorial opinion. ✓

E) This group directly influences the company's ability to obtain funds.

A) The primary function of this group is to protect the interests of minority groups.