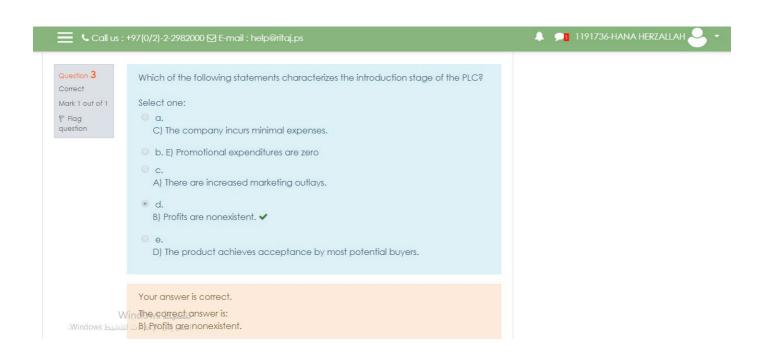
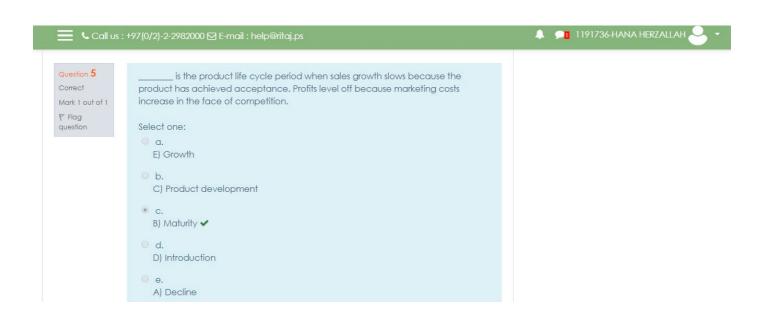
## MKET130 Online Quiz Ch9

By: Hana R. Hirzallah

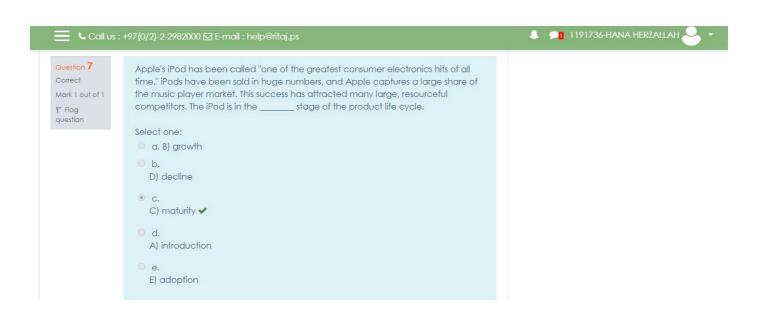














The PLC concept can be applied by marketers as a useful framework for describing how \_\_\_\_\_\_.

Select one:

a.

D) concept testing is conducted

b.

A) competitors' moves are predicted

c.

E) product ideas are developed

d.

C) products and markets work ✓

e.

B) marketing strategies are developed

