
Test Bank for Marketing Management 15th Edition by Keller & Kotler (2025) QUESTIONS AND VERIFIED ANSWERS|RATED A+|

Marketing Management, 15e (Kotler)

Chapter 2 Developing Marketing Strategies and Plans

- B) strategic marketing plan
- C) corporate tactical plan
- D) corporate 1) The task of any business is to _____.
 - A) create customer needs
 - B) differentiate in terms of cost of production
 - C) deliver customer value at a profit
 - D) reduce competition
 - E) communicate similar value as provided by competitors

Answer: C

Diff: 1

LO: 2.1: How does marketing affect customer value?

AACSB: Reflective thinking

2) What is the traditional view of marketing?

- A) Firms should just focus on production because if the products are good then they will automatically sell.
- B) Firms should just focus on production and selling because marketing occurs as a part of the selling process.
- C) Firms should have a proper marketing team that can increase consumers' awareness of their products and rouse their interest in them.
- D) Firms should price their products as low as possible so that marketing them becomes easy.
- E) Firms should remember that promotion is the most important of the four Ps.

Answer: B

Diff: 1

LO: 2.1: How does marketing affect customer value?

AACSB: Reflective thinking

3) The value delivery process can be divided into three phases, out of which "choosing the value" implies _____, which is the essence of strategic marketing.

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