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... Correct answer:

(D) Marketing is
the activity, set of
institutions, and
processes for
creating,
communicating,

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delivering, and
exchanging
offerings that have
value for
customers, clients,
partners, and
society at large ...

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Answers. 1. The
word ' Market ' is

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derived from the
Latin word _____.

Ans: Mercatus. 2.

In its strict
meaning, market
need not
necessarily mean a
place of exchange.
(True / False)

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:- 1. Delivering different messages to members of a business decision making unit is a key difference between B2C and B2B marketing which is reflected in web design through _____. A. different feature stories

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marketing is _____

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QUESTIONS 1.
Good marketing is

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no accident, but a
result of careful
planning and _____.
execution selling

strategies research

2. Marketing

management is

_____. managing the

marketing process

monitoring the

profitability of the

company ' s

products and

services

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Question 1. What Is
Digital Marketing?

Answer : Digital
marketing is an
umbrella term for
the targeted,
measurable, and
interactive

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products or
Questions
services using
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digital technologies
to reach and
convert leads into
customers. The key
objective is to
promote brands,
build preference
and increase sales
through
various digital
marketing

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