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## Marketing Management

11. \_\_\_\_\_ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.

- A. The promotion mix
- B. Integrated international affairs
- C. Integrated marketing communications
- D. Integrated demand characteristics

[View answer](#)

12. The \_\_\_\_\_ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency).

- A. Product concept
- B. Production concept
- C. Production cost expansion concept
- D. Marketing concept

[View answer](#)

13. The term "marketing" refers to:

- A. New product concepts and its improvements
- B. Advertising and promotion activities
- C. A philosophy that stresses customer value and satisfaction
- D. Planning sales campaigns

[View answer](#)

14. The term "marketing mix" describes:

- A. A core profile analysis of all environmental factors inside and outside the firm
- B. A series of business decisions that aid in selling a product
- C. The relationship between a firm's marketing strengths and its business needs
- D. A blending of four strategic elements to satisfy specific target markets

[View answer](#)

15. When looking at consumer income, marketers are most interested in

- A. Discretionary income
- B. Deferred income
- C. Inflationary income
- D. Disposable income

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16. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of---

- A. Pricing
- B. Distribution

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**Philip Kotler, Solomon**



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