

# Strategic Marketing 10<sup>th</sup>

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## Chapter 01 New Challenges for Market-Driven Strategy

### True/False Questions

1. The underlying logic of market-driven strategy is that production needs are the starting point in business strategy.

Answer: False  
Difficulty: Easy  
Page: 4

2. Customer linking is an example of an outside-in process.

Answer: True  
Difficulty: Easy  
Page: 8

3. The outside-in organizational processes connect the organization to the external environment, providing market feedback and forging external relationships.

Answer: True  
Difficulty: Easy  
Page: 8

4. Pricing is an example of an outside-in process.

Answer: False  
Difficulty: Moderate  
Page: 8

5. The inside-out processes play a key role in offering direction for the spanning and outside-in capabilities, which respond to the customer needs and requirements identified by the inside-out processes.

Answer: False  
Difficulty: Moderate  
Page: 8

6. The organizational process view of distinctive capabilities requires shifting away from the traditional specialization of business functions toward a cross-functional process perspective.

Answer: True  
Difficulty: Easy  
Page: 8

# Strategic Marketing Cravens 10th Edition

**Roman Wölfel**



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