

Chapter 1 Introduction to Services Marketing

GENERAL CONTENT

Multiple Choice Questions

1. There are several reasons why the services sector is increasing in almost all countries around the world. Which is not one of the contributing reasons?
 - a. The knowledge-based industries are growing.
 - b. Countries are less dependent on agriculture.
 - c. Some manufacturing firms are now focusing on marketing services as well.
 - d. The construction and manufacturing industries are booming.
 - e. More companies are outsourcing some of their service components.(d; Moderate; p. 6)
2. Service markets are shaped by all of the following except _____.
 - a. government policies
 - b. social changes
 - c. global economic change
 - d. business trends
 - e. advances in information technology(c; Easy; p. 10)
3. The following are all business trends transforming service markets except _____.
 - a. push to increase shareholder value
 - b. growth of franchising
 - c. new agreements on trade in services
 - d. marketing emphasis by non-profit organizations
 - e. focus on quality and customer satisfaction(c; Moderate; p. 12)
4. The three broad categories of things processed in services are _____, _____, and _____.
 - a. people; physical objects; data
 - b. people; organizations; documents
 - c. people; data; projects
 - d. physical objects; data; documents
 - e. physical objects; organizations(a; Easy; p. 15)

Chapter Test For Marketing Essentials

**William J. Stanton, Michael J.
Etzel, Bruce J. Walker**



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The Complete Idiot's Guide to Marketing Basics Sarah White, Sarah E. White, 1997 Describes the basics of marketing products or services including organizing a promotional plan designing ads selecting media handling publicity managing a sales force and conducting market research Marketing Essentials, Student Edition McGraw-Hill Education, 1997-01-01 Considered the nation's number one marketing program Marketing Essentials is the essential text for introducing students to the skills strategies and topics that make up the ever changing world of marketing It effectively captures the excitement of this fast paced discipline with engrossing narrative engaging graphics and real life case studies **Marketing Essentials-Stud.Activity Wkbk** Farese, 1997 Digital Marketing Fundamentals Marjolein Visser, Berend Sikkenga, Mike Berry, 2019-11-04 Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process The academic theory behind Digital Marketing as well as techniques and media is discussed Digital Marketing Fundamentals is easy to read and contains many international examples and cases The Dutch version of this book Basisboek Online Marketing has become a standard issue in The Netherlands In this book all relevant aspects of digital marketing are addressed strategic aspects the use of the Internet for market research product development and realisation branding customer acquisition customer loyalty and order processing The book also discusses effective websites and apps digital analytics and planning and management The application of social media and mobile communications is seamlessly integrated into the topics Digital Marketing Fundamentals is suitable for commercial and management courses in higher education including universities and business schools and for professionals working in digital marketing To request access to the book's online resources please click here <http://www.digitalmarketing.noordhoff.nl> For FAQs <https://www.basisboek.onlinemarketing.nl/faq/lecturers.html> **MARKETING 3E P** Paul Baines, Chris Fill, 2014-02 Linked to an online resource centre and instructor's DVD this textbook introduces the basic principles of marketing It includes numerous contemporary case studies chapter summaries and review questions Digital Marketing Fundamentals Greg Jarboe, Matt Bailey, Michael Stebbins, 2023-03-01 Prepare for the OMCP certification exam and expand your digital marketing skillset Courses relying on the OMCP Digital Marketing Certification standards attract over 70 000 students at 900 universities around the world each year This challenging curriculum requires strong command of content marketing conversion rate optimization and other digital marketing competencies in high market demand In Digital Marketing Fundamentals veteran digital media and marketing experts Greg Jarboe Michael Stebbins and Matt Bailey deliver an essential and accessible roadmap to completing the highly sought after OMCP Digital Marketing Certification You'll explore topics like digital analytics social media marketing and search engine optimization with the help of industry leading authors and members of the OMCP Standards Committee In the book you'll also find Full discussions of paid search marketing email marketing and marketing to mobile device users Exacting and focused instruction on all the competencies tested by the OMCP exam Accessible content suitable

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Fundamentals of Marketing William J. Stanton, Michael J. Etzel, Bruce J. Walker, 1993 This text provides coverage of the managerial approach to marketing fundamentals stressing the importance and necessity of a customer oriented approach. Each chapter features international and ethical references as well as managerial perspectives.

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