MARKETING MANAGEMENT

1. What is the role of marketing management?
A. Setting goals for a company
B. Analyzing competitors' strategies
C. Creating valuable products and services
D. Executing marketing plans

2. According to the video, what is the advantage of having a documented strategy?
A. Increased likelihood of success
B. Higher turnover for the company
C. Better understanding of customers
D. Improved future planning

3. ***What are the four Ps of marketing management?***
A. Product, place, price, promotion
B. Planning, process, profit, performance
C. People, production, profit, promotion
D. Purpose, positioning, pricing, publicity

4. ***How does marketing management help in attracting new customers?***
A. By displaying ads on TV channels
B. By arranging a sales team
C. By fulfilling customers' demands
D. By setting marketing goals

5. ***What is the focus of marketing management in terms of customers?***
A. Keeping them happy and satisfied
B. Maximizing revenue and profits
C. Attracting them through social media
D. Providing quality products and services

6. ***Why is it necessary for a company to earn profit?***
A. To diversify the business
B. To maintain the company's growth
C. To track customers and sales
D. To achieve market targets

7. ***What is one objective of marketing management mentioned in the video?***
A. Maximizing profit
B. Creating a good public reputation
C. Offering discounts to attract customers
D. Developing unique packaging and promotions

8. ***What is the first step in effective marketing management mentioned in the video?***
A. Product development
B. Market and customer analysis
C. Development of strategy goals and objectives
D. Marketing program implementation

9. How does the video suggest marketing professionals express the benefits of a product?
A. By offering discounts and promotions
B. By analyzing consumer behavior
C. By crafting poignant on-brand messaging
D. By deploying the right resources for marketing campaigns

10. What should a company do after executing a marketing plan, according to the video?
A. Modify the strategies if required
B. Repeat the strategies if they are result-oriented
C. Evaluate the company's outcomes
D. All of the above

Statements:
1. Maximizing market share is one of the objectives of marketing management.
2. Companies never offer discounts to attract customers.
3. Attractive and unique packaging is not used as a marketing strategy.
4. A bad company image or reputation can affect its survival in the market.
5. Having an excellent reputation does not lead to gaining the trust and loyalty of customers.
6. Market and customer analysis is not necessary for a company's survival and growth.
7. The goals a company sets should not be unique, aspiring, and based on reality.
8. Marketing managers do not consider raw resources, technology, and good ideas for product development.
9. Marketing professionals do not play a role in crafting brand messaging.
10. It is important to evaluate, modify, and repeat strategies after launching a marketing campaign