**TUTOR AYO**

**MKT108**

**TMA SOLUTION FOR EXAM STUDY**

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1. Marketing function are often performed by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ans. Middlemen

1. \_\_\_\_\_\_\_\_\_\_\_ is defined as a middleman who sells, to the ultimate consumer in small quantities

Ans. Retailers

1. Personality is \_\_\_\_\_\_\_ type of segmentation.

Ans. Psychographic

1. Merchandising function of marketing include the followings except\_\_\_\_\_\_\_\_\_

Ans. Storage

1. Stage of a product life cycle are introduction ,\_\_\_\_\_\_\_\_\_\_\_ maturity, and decline.

Ans. Growth

1. ……… are products bought by individuals and organizations for further processing or for use in conducting a business?

Ans. Industrial products

1. The mental act , condition or habit of placing trust or confidence in another ,shows which of the following option?

Ans. Belief

1. In a distributing channel, agents \_\_\_\_\_\_\_\_ take actual title to the goods.

Ans. Do not

1. Marketing manager \_\_\_\_\_\_\_\_\_ demand for the company\’s product

Ans. Stimulate

1. Testing before launching a product is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-

Ans. Test marketing