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research, crafting brand
positioning, creating
brand equity, creating
long-term loyalty ...

Pearson
part of holistic marketing
that involves
understanding the
financial and
nonfinancial returns to
business and society from
marketing activities and
programs. 4 Ps (1) initial:

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product, price, place and
promotion--various
marketing activities into
marketing-mix tools.
new: people, processes,
programs, performance

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The overall marketing
planning can be
illustrated as follows: Q.4.
Define marketing
programme with the help
of a diagram. Ans. Philip
Kotler defines marketing
programs as “ a set of
policy decisions on the
level, allocation, and mix
of marketing efforts ” . It
is, thus, a part of

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marketing planning and
policy making.

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15e (Kotler) Chapter 2
Developing Marketing
Strategies and Plans 1)
The task of any business
is to _____. A) create
customer needs B)
differentiate in terms of

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cost of production C)
deliver customer value at
a profit D) reduce
competition E ...

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Abendan/Sue Silubrico
April 2011 2. 4. Value is

the sum of customers ' perceived _____ and _____.

A. Expectation and benefit
B. Share of mind and equity
C. Image and equity
D.

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SHAKOOR Submitted
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QUESTIONS -

MARKETING Which of
the following

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information forms
available to the marketing
manager can usually be
accessed more quickly
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