

## Jackline

### "Principles of marketing" chapter 2 test bank multiple choice questions With 100% CORRECT ANSWERS

#### Terms in this set (92)

<p>_____ is the process of developing and maintaining a crucial fit between the organization's goals and capabilities and its changing marketing opportunities.</p> <p> <input type="radio"/> A) Benchmarking  <input type="radio"/> B) SWOT analysis  <input type="radio"/> C) Market segmentation  <input checked="" type="radio"/> D) Strategic planning  <input type="radio"/> E) Diversification         </p>	<p>D) Strategic planning</p>
<p>Which of the following is true with regard to strategic planning?</p> <p> <input type="radio"/> A) At the corporate level, the company starts the strategic planning process by determining what portfolio of businesses and products is best for the company.  <input type="radio"/> B) A strategic plan deals with a company's short-term goals.  <input type="radio"/> C) Finding the game plan for long-run survival and growth is the focus of strategic planning.  <input type="radio"/> D) The strategic plan is a statement of an organization's purpose.  <input type="radio"/> E) Strategic planning involves identifying segment         </p> <p><input checked="" type="radio"/></p>	<p>C) Finding the game plan for long-run survival and growth is the focus of strategic planning.</p>
<p>Which of the following is the first step in strategic planning?</p> <p> <input type="radio"/> A) setting short-term goals  <input type="radio"/> B) developing the business portfolio  <input checked="" type="radio"/> C) defining the organizational mission  <input type="radio"/> D) formulating the key marketing strategies  <input type="radio"/> E) identifying the organization's weaknesses and the threats it faces         </p>	<p>C) defining the organizational mission</p>

# Marketing Chapter 2 Essentials Test Answer

**Rachel S Tattersall**



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