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SET C

Q1 A. Choose the correct option

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- 1. b
- 2. a
- 3. d
- 4. b
- 5. c
- 6. d
- 7. b
- 8. a
- 9. a
- 10. d

Q1. B. True/False

- 1. T 2. T 3. T 4. F 5. F 6. T 7. T 8. F 9. F 10. F

2. 4 P- People, Product, Price, Promotion, all make up the **Marketing Mix**.

3A. CRM, the technology, along with human resources of the company, enables the company to analyze the behavior of customers and their value. The main areas of focus are as the name suggests: *customer relationship*, and *the management of relationship*

A. Recent trends in marketing

- . Quality, Value, and Customer Satisfaction:
- . Relationship Building and Customer Retention:
- . Managing Business Processes and Integrated Business Functions:
- . Global Thinking and Local Market Planning:
- . Strategic Alliances and Networks:
- . Direct and Online Marketing:

A. Digital Marketing are also known as Internet Marketing, Web Marketing, e Marketing, or Online marketing. E-marketing is the process of marketing a product or service using the Internet. E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.