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Correct answer: (D) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering,

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and exchanging offerings that have value  
for customers, clients, partners, and  
society at large ...

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'Market' is derived from the Latin word  
\_\_\_\_\_. Ans: Mercatus. 2. In its strict  
meaning, market need not necessarily  
mean a place of exchange. (True / False)

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messengers to members of a business decision making unit is a key difference between B2C and B2B marketing which is reflected in web design through \_\_\_\_\_. A. different feature stories appealing to different members of the audience

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Good marketing is no accident, but a result of careful planning and \_\_\_\_\_. execution selling strategies research 2. Marketing management is \_\_\_\_\_. managing the marketing process monitoring the

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profitability of the company's products  
and services

## **MULTIPLE CHOICE QUESTIONS**

### **execution - DIMR**

This is the General Knowledge Questions  
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various interview, competitive  
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examples with detailed answer  
description, explanation are given and it  
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Questions:-. 1. Delivering different messages to members of a business decision-making unit is a key difference between B2C and B2B marketing which is reflected in web design through \_\_\_\_\_.

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Question 1. What Is Digital Marketing?

Answer : Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build



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