

Chapter 1.1 Introduction

Part 1: Multiple-Choice

Question 1/10

Which of the following is not a part of the marketing mix?

**C**

1. Which of the following is not a part of the marketing mix?

- (a) Product
- (b) Promotion
- (c) Pricing
- (d) Place

**D**

2. Which of the following is not a part of the marketing mix?

- (a) Price
- (b) Place
- (c) Product
- (d) Promotion

**B**

3. Which of the following is not a part of the marketing mix?

- (a) Promotion
- (b) Product
- (c) Price
- (d) Place

**B**

4. Which of the following is not a part of the marketing mix?

- (a) Promotion
- (b) Product
- (c) Price
- (d) Place

**A**

5. Which of the following is not a part of the marketing mix?

- (a) Price & Promotion
- (b) Product & Place
- (c) Supply-side marketing
- (d) Profit margin

# Chapter 11 Assessment Solutions Manual

**G Thomas**



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