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Exam Name _____ MULTIPLE

CHOICE. Choose the one alternative that best completes the... 2.

ESSAY. Write your answer in the space provided or on a separate sheet of paper. 5) What is business portfolio... 3. ...

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4) Berman Electric, a chain of 18 appliance stores, has a marketing organization in which specialists head different marketing activities. What is this type of organization called? 4)

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A) geographic B) functional C) product D) market E) organic
Answer: B Diff: 2 Type: MC 1 Test Bank for Principles of Marketing Canadian 8th Edition Kotler

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