

Question	Answer	Recorded (--)	Notes
1	3		
2	3		
3	3		
4	1		
5	4		
6	1		Point 6 of the Marketing Concept: This orientation also focuses on societal well-being by ensuring that the company produces products that are environmentally friendly and not harmful to the community/society
7	2		These activities occur in the process of buying and selling products
8	2		Marketing function includes the sales departments
9	4		
10	3		Decision making is the process of selecting the best option to reach an objective.
11	4		Non-programmed/Strategic/Tactical (policy) decisions
			The management tasks comprise planning, organising, controlling/ evaluating, leading and implementing.
			The marketing environment is broadly classified into three key components:
12	4		1. micro-environment 2. market environment 3. macro-environment
13	3		Information is the data component that is relevant to the decision in question. Information is anything factual in a format that is suitable for decision making or in a context that defines the relationship between two or more pieces of data.
14	2		Transformation. Data are transformed into information that can be used for decision making. To process the data marketing models, information processing experts use a decision support system.
15	1		Needs and uses of marketing information
			American Marketing Association (AMA), which describes marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (AMA 2016:1).
16	3		
17	1		Consumer behaviour is the study of how individual customers, groups or organisations select, buy, use, and dispose of ideas/products/services to satisfy their needs and wants.
18	2		Information search/collection
19	1		
20	3		
21	1		
22	1		
23	4		
25	1		
26	3		
27	1		
28	2		It is the product of the interaction of psychological and physiological characteristics of the individual and results in constant behaviors
29	3		
30	1		https://www.simplypsychology.org/maslow.html#ezolic-pub-ad-placeholder-125
31	2		
32	4		
33	4		
34	2		https://www.ama.org/resources/pages/dictionary.aspx?dl.etter=A#attitude
35	2		
36	3		
37	3		
38	3		
39	1		
40	3		
41	1		
42	2		
43	1		Demographic segmentation is based on aspects such as age, gender, marital status, family life cycle, income, occupation and education.
44	3		
45	1		
46	3		After customers have bought a product, it is important that they decide whether they are satisfied with the decision they made
47	2		Special purposes data.
48	3		Marketing intelligence is the systematic collection and analysis of publically available information about competitors and developments in the marketing environment
49	2		
			1. Consumers identify their needs. 2. They collect information. 3. They evaluate alternatives. 4. They make the purchase decision.
50	4		
51	3		Validity determines whether the research measures what it is required to measure and performs as it is required to perform
52	1		
53	1		An exploratory design is necessary when more insight and information are required about a problem or an opportunity.
54	1		The core product is the basic part of a product that satisfies a consumer need. It is also
			The strategies are based on the characteristics of services, which are inseparability, intangibility, perishability, variability and right of ownership.
55	2		
56	1		Cognitive state. It can be defined as the time during which the customer is informed and aware of the product's existence.
57	2		Marketing mix decisions for these products include higher prices than those of convenience products, advertising that focus on distinct differences from competing products and selecting the right retailer for the product.
58	1		Retargeting or sending simple email reminders that speak to the need for the product in question can enforce the purchase decision even if the opportunity seems lost.
59	1		It encompasses all the behaviours consumers display when searching for, purchasing, using, evaluating and disposing of products and services to satisfy their needs
60	3		
61	4		
62	1		
63	2		Individual brands are used when a manufacturer wants a product to be unique and different
64	2		
65	4		The researcher has to consider three aspects when formulating research objectives:
66	1		Primary data is data that someone collects for the purpose of the study at hand
67	2		During this second stage of the consumer adoption process, the consumers or customers try to get more information about the product
68	1		
69	3		
70	2		A sample frame is a list of names of all the people in a population.