

12. An example of non-durable goods is

- A. shoes.
- B. bread.
- C. television.
- D. refrigerator.

13. E-commerce is also called

- A. direct purchasing.
- B. electronic banking.
- C. e-mail order.
- D. internet business.

14. A product that has undergone processing is

- A. an finished product.
- B. a primary product.
- C. an attractive product.
- D. a secondary product.

15. Which of the following items is a primary product?

- A. sugar
- B. flour
- C. bread
- D. raw wool

16. Identification of a strategy to attain established marketing objectives is

- A. marketing concept.
- B. market forecast.
- C. market demand.
- D. marketing planning.

17. A reduction in general personal income which leads to a change in a company's pricing strategy is an element of the

- A. competitive environment.
- B. political environment.
- C. economic environment.
- D. technological environment.

18. Marketing activities carried out in a foreign country is

- A. international marketing.
- B. national marketing.
- C. foreign trade.
- D. export trade.

19. The agents or firms that influence business decisions but do not participate directly in the business are

- A. market seekers.
- B. market facilitators.
- C. intermediaries.
- D. retailers.

20. The body formed by sellers of a common product in a local market is an example of

- A. market union.
- B. manufacturers' association.
- C. trade union.
- D. consumers' association.

Answers For Marketing Waec

Elvis Aryeh



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Influencer Marketing Joyce Costello, Sevil Yesiloglu, 2025-05-27 Influencers offer brands the ability to deliver the right communication and marketing messages to a specific target audience This is one of the first textbooks to explore the phenomenon of influencer marketing and how it fits within marketing communications to build brands and their communities Across four core sections this book brings together the key theory and practical implications of this new marketing tool how it works as part of communications campaigns including how to select the right influencers and measure their success the dark side of influencer marketing and the legal and ethical framework Readers will gain a comprehensive understanding of influencer marketing from the perspectives of influencers agencies brands and platforms This 2nd edition has been fully updated to refresh and add content on agency recruitment brand influencer partnerships analysis of cultural differences and cross border promotions in China Egypt India Nigeria Pakistan and South Africa influencer crisis and care emerging regulations sharenting de influencing virtual influencers the impact of AI and metrics and measurements for efficacy It also delves into regulatory impacts on influencers agencies and brands Interviews with influencers and agencies help the reader delve into lived experiences Underpinned by academic theory the book incorporates case studies questions platform considerations and ethical implications to stimulate discussion amongst students and show how the theory is applied in practice Influencer Marketing should be core and recommended reading for advanced undergraduate postgraduate and executive education students of Digital Marketing Advertising Marketing Communications Brand Management and Public Relations With its accessible style and practical content it is also highly valuable for Marketing Communications Branding and PR specialists Online resources include PowerPoint slides podcasts an instructor manual and test banks **Daily Graphic** Ransford Tetteh, 2010-07-29 **Overseas Business Reports**, 1979 The Commerce of New Africa Peter Herbert Turner, 1969 **The Entrepreneur's Business Guide: From a Startup Approach** Austin C. Eneanya, 2018-09-24 The entrepreneur's business guide is a step by step start up business book that addresses business from the start up phase to ideally the developmental stage This is a startup business book This book is a start up CEO field guide book to scaling up your business this start up manual will help you understand what steps to take 1 Change of mentality between the business world and the employment world conventional way of starting up a business 2 How to develop a business idea and convert it into a business plan 3 Franchise business model and tips you need to know before choosing a franchised firm 4 Outsourcing business model with more than 50 business start up ideas you can pick from to start up your own business 5 Network marketing approach for start up building from the ground up 6 Learn how to manage and troubleshoot your business sales as a start up or as an already growing brand **Daily Graphic** Yaw Boadu-Ayebofoh, 2006-03-13 Drum, 1982 Daily Graphic Elvis Aryeh, 1993-04-05 The Mirror Margaret Safo (Mrs.), 2006-09-23 **Daily Graphic** I.K. Nkrumah, 1977-08

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