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End-User Analysis:
Segmenting and
Targeting 1) According
to research, which
component of the
marketing mix is LEAST
amenable to global

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Chapter 02 End-User

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A) direct marketing B)
personal selling C)
channel strategy D)
service output E)

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customer service

Answer: E Difficulty:

Easy Objective: LO2

34) According to the text, which service output demand does the cable television industry typically fail to meet? A) bulk breaking B) customer service C) product variety D) waiting time

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