

---

## Keys to the Quizzes for Principles of Marketing

### Quiz (1) for Principles of Marketing

**I.**

- 1. F
- 2. T
- 3. F
- 4. T
- 5. T
- 6. F
- 7. T
- 8. T
- 9. T
- 10. T

**II.**

- 1. c
- 2. d
- 3. e
- 4. b
- 5. a
- 6. b
- 7. b
- 8. c
- 9. d
- 10. a

### Quiz (2) for Principles of Marketing

**I.**

- 1. F
- 2. F
- 3. F
- 4. T
- 5. T
- 6. T
- 7. F
- 8. F
- 9. T
- 10. T

**II.**

- 1. a
- 2. e
- 3. b
- 4. d
- 5. a
- 6. e
- 7. b
- 8. b
- 9. e
- 10. e

### Quiz (3) for Principles of Marketing

**I.**

- 1. F
- 2. T
- 3. F
- 4. T
- 5. T
- 6. F
- 7. F
- 8. T
- 9. F
- 10. T

**II.**

- 1. a
- 2. c
- 3. b
- 4. d
- 5. b
- 6. a
- 7. a
- 8. e
- 9. e
- 10. d

### Quiz (4) for Principles of Marketing

**I.**

- 1. T
- 2. F
- 3. T
- 4. F
- 5. F
- 6. T
- 7. T
- 8. F
- 9. T
- 10. T

**II.**

- 1. d
- 2. c
- 3. b
- 4. b
- 5. e
- 6. c
- 7. a
- 8. b
- 9. b
- 10. d

**Quiz (5) for Principles of Marketing****I.**

- |      |       |
|------|-------|
| 1. F | 6. T  |
| 2. F | 7. T  |
| 3. T | 8. T  |
| 4. T | 9. F  |
| 5. F | 10. T |

**II.**

- |      |       |
|------|-------|
| 1. d | 6. d  |
| 2. c | 7. d  |
| 3. c | 8. a  |
| 4. a | 9. b  |
| 5. e | 10. c |

**Quiz (6) for Principles of Marketing****I.**

- |      |       |
|------|-------|
| 1. F | 6. F  |
| 2. F | 7. T  |
| 3. F | 8. T  |
| 4. F | 9. T  |
| 5. T | 10. T |

**II.**

- |      |       |
|------|-------|
| 1. b | 6. c  |
| 2. a | 7. b  |
| 3. b | 8. a  |
| 4. c | 9. d  |
| 5. d | 10. d |