

## Keys to the Quizzes for Principles of Marketing

### Quiz (1) for Principles of Marketing

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

### Quiz (2) for Principles of Marketing

| I.   |       | II.  |       |
|------|-------|------|-------|
| 1. F | 6. T  | 1. a | 6. e  |
| 2. F | 7. F  | 2. e | 7. b  |
| 3. F | 8. F  | 3. b | 8. b  |
| 4. T | 9. T  | 4. d | 9. e  |
| 5. T | 10. T | 5. a | 10. e |

### Quiz (3) for Principles of Marketing

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

### Quiz (4) for Principles of Marketing

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

### Quiz (5) for Principles of Marketing

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

### Quiz (6) for Principles of Marketing

| I.   |      | II.  |      |
|------|------|------|------|
| 1. F | 6. F | 1. b | 6. c |
| 2. F | 7. T | 2. a | 7. b |
| 3. F | 8. T | 3. b | 8. a |
| 4. F | 9. T | 4. c | 9. d |

5. T

10. T

5. d

10. d