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A) Marketing is performed by all departments and functions in an organization. B) Marketing is what the people in the marketing department do.

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C) Employees in an organization are collectively responsible for marketing efforts. D) Marketing department should be integrated with service and sales.

Answer: B. Diff: 2 Page Ref: 4

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problems, generate and evaluate marketing actions, monitor marketing performance, and improve understanding of marketing as a process. A. Three Major Functions of Marketing Research (Table 3.1): · Scanning for opportunities and threats
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