

## Frage 2 von 60: What is the relationship between marketing strategy and corporate strategy?

Corporate strategy and marketing strategy are interdependent.
No answer is correct.
All answers are correct.
Corporate strategy comes after marketing strategy.
Marketing strategy comes after corporate strategy.

Frage 3 von 60: Corporate strategy is:	
reactive to short-term competitive activity.	
the framework for functional marketing strategy.	
decided by functional marketing strategy.	
more specific and practical than marketing strategy.	
✓ the implementation of plans to achieve long-term aims.	
✓ zurück          ⊕         3. Corporate strategy is:	
Frage 4 von 60: Greenpeace joined together with consumers to fight against	
Frage 4 von 60: Greenpeace joined together with consumers to fight against	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.	the dumping of the Royal Dutch Shell oil platform. They
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	
Frage 4 von 60: Greenpeace joined together with consumers to fight against formed a:  Coalition.  Union.  Collaboration.  Crowd	the dumping of the Royal Dutch Shell oil platform. They

Satisficir	ng.		
Optimal			
No answ	ver is correct.		
Irrational	ıl.		
Satisfact	ory.	_	
< zurück	• 5. A strategic manager that seeks to reach acceptable profit t	argets as opposed to making as much pr ‡	> vor
rage 6 von ouilding is	60: The US company Hilton Hotels only operates and markets tho owned and maintained by London and Regional Properties. What	e 163-bed luxury Hilton London Green Park Ho kind of market entry strategy are they using he 	otel. The ere?
None of	the above.		
✓ Contrac	tina		
	ung.		
Franchis		_	
Franchis Licensin	ing.		
	g.		
Licensin	g.	ne 163-bed luxury Hilton London Green 💠	<b>&gt;</b> vor
Licensin  Joint vei	g.	ne 163-bed luxury Hilton London Green 💠	> vor
Licensin	g.	ne 163-bed luxury Hilton London Green 💠	<b>&gt;</b> vor
Licensin  Joint vei	g.	he 163-bed luxury Hilton London Green 💠	<b>&gt;</b> vor
Licensin  Joint vei	g.  nture.  6. The US company Hilton Hotels only operates and markets t	he 163-bed luxury Hilton London Green 💠	> vor
Licensin  Joint vei	g.  the following of the US company Hilton Hotels only operates and markets to the following of the organisation's purpose?	he 163-bed luxury Hilton London Green 💠	> vor
Licensin  Joint vei  Zurück  Vision s	g.  the third of the US company Hilton Hotels only operates and markets to the statement of the organisation's purpose?  What is the statement of the organisation's purpose?	ne 163-bed luxury Hilton London Green 💠	> vor
Licensin  Joint vei  Zurück  Trage 7 von  No ansv  Vision s  Organis	g.  # 6. The US company Hilton Hotels only operates and markets t  60: What is the statement of the organisation's purpose?  ver is correct.  tatement.	ne 163-bed luxury Hilton London Green 💠	> vor

Frage 8 von 60: Vestas Wind Systems has a 24% share of the world market for wind energy turbines. It has entered markets in Germany, Spain, Japan, USA and China. The growth strategy they are using is: product development.





## Auswahlhox Legende

























































































