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[Marketing managers usually don't get involved in production or distribution decisions Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large](#)

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[58. Rural marketing need not be resorted to because_____ \(1\) Rural persons do not understand marketing \(2\) It is not cost viable \(3\) It is a waste of time \(4\) All the statement are false \(5\) All the statement are true . Ans. \(4\) 59. Networking makes marketing_____ \(1\) Very difficult \(2\) Very cumbersome \(3\) Easy to handle](#)

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