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putting the marketing plan into action and managing it. Market Segmentation. separating large groups into smaller precise groups based on characteristics. customer profile. used to create a clear picture of the target market. Disposable Income. money left after taking out taxes; (a.k.a. net pay) Demographics.

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Essentials of Marketing Research: Putting Research Into Practice Kenneth E. Clow & Karen E. James Instructor Test Bank Chapter 2: The Marketing Research Process Multiple Choice 1. According to the text, which of the following is not one of the three major types of research designs? A) Exploratory B) Descriptive C) Causal \*D) Predictive 2.

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Marketing Essentials Chapter 2. Lily Taylor. 25 June 2020. 46 test answers. question. The process of classifying people who form a given market into even smaller groups. answer. market segmentation.

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