**Megoldások a Marketing 11. osztály című tankönyvhöz**

***1. A marketing kialakulása***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **D** | **C** | **D** | **D** | **A** | **B** |  **C** | **D** | **A** | **C** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **H** | **H** | **I** | **H** | **H** | **H** | **H** | **I** | **I** | **I** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| **L** | **A** | **G** | **B** | **I** | **D** | **E** | **F** | **H** | **K** | **C** | **J** |

***2. Piaci környezet elemzése***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **D** | **C** | **C** | **D** | **D** | **D** | **C** | **C** | **B** | **D** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **I** | **H** | **I** | **H** | **I** | **H** | **H** | **H** | **H** | **H** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **E** | **I** | **K** | **A** | **F** | **J** | **O** | **B** | **L** | **G** |
| **11** | **12** | **13** | **14** | **15** | **16** | **17** |  |  |  |
| **M** | **C** | **P** | **Q** | **H** | **D** | **N** |  |  |  |

***3. Fogyasztói és szervezeti vásárlói magatartás***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **D** | **D** | **C** | **A** | **A** | **B** | **B** | **D** | **D** | **D** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **H** | **H** | **H** | **I** | **H** | **I** | **H** | **I** | **I** | **H** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **E** | **I** | **M** | **A** | **F** | **J** | **P** | **B** | **G** | **N** |
| **11** | **12** | **13** | **14** | **15** | **16** |  |  |  |  |
| **K** | **C** | **H** | **O** | **L** | **D** |  |  |  |  |

***4. Piacszegmentálás***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **C** | **A** | **C** | **C** | **D** | **D** | **B** | **A** | **C** | **D** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **I** | **H** | **H** | **I** | **H** | **I** | **H** | **I** | **I** | **H** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **E** | **J** | **F** | **A** | **G** | **B** | **H** | **C** | **D** | **K** |

***5. Marketinginformációs rendszer***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **A** | **B** | **D** | **D** | **A** | **D** | **C** | **D** | **B** | **C** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **H** | **H** | **I** | **H** | **I** | **I** | **I** | **I** | **H** | **I** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** |
| **D** | **I** | **A** | **G** | **C** | **F** | **K** | **E** | **B** | **J** | **H** |

***6. Piackutatás***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **A** | **D** | **B** | **D** | **C** | **D** | **D** | **D** | **D** | **D** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **H** | **H** | **I** | **H** | **I** | **H** | **I** | **H** | **I** | **I** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **G** | **D** | **E** | **F** | **I** | **O** | **C** | **J** | **P** | **K** |
| **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** |  |  |
| **L** | **B** | **M** | **A** | **N** | **Q** | **H** | **R** |  |  |

***7. Termékpolitika***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| **D** | **D** | **D** | **D** | **D** | **D** | **D** | **A** | **A** | **B** | **A** | **D** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **H** | **H** | **H** | **H** | **H** | **H** | **I** | **I** | **H** | **H** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| **A** | **F** | **B** | **J** | **G** | **C** | **K** | **H** | **I** | **D** | **L** | **E** |

***8. Árpolitika***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **D** | **C** | **D** | **C** | **D** | **D** | **D** | **D** | **C** | **B** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **I** | **I** | **H** | **I** | **H** | **I** | **I** | **H** | **H** | **I** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **E** | **C** | **F** | **G** | **B** | **H** | **J** | **I** | **D** | **A** |

***9. Értékesítéspolitika***

**Feleletválasztás**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **A** | **D** | **A** | **D** | **D** | **A** | **D** | **B** | **D** | **C** |

**Igaz‒hamis**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **H** | **H** | **H** | **H** | **H** | **H** | **I** | **I** | **H** | **I** |

**Fogalompárosítás**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** |
| **D** | **G** | **A** | **H** | **B** | **E** | **J** | **K** | **C** | **F** | **I** |