**Megoldások a Marketing 12. osztály című tankönyvhöz**

***1. Kommunikációs politika***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***2. Reklám***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***3. Vizuális reklámeszközök***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***4. További reklámeszközök***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***5. Közönségkapcsolatok***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***6. Eladásösztönzés***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***7. Személyes eladás***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **5** | **2** | **1** | **3** | **4** | **6** |
| **A** | **B** | **D** | **E** | **F** | **C** |

***8. Image és CI***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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

***9. Egyéb piacbefolyásolás***

**Feleletválasztás**

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

**Igaz‒hamis**

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

**Fogalompárosítás**

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