

- 1
A combination of products and services offered to consumers or other businesses is called:

- Business's offering concept

- 2
Although Desert Bottled Water has faced numerous lawsuits for manufacturing plant emissions that have polluted the ocean, it is currently promoting its bottle recycling campaign. This initiative is an example of _____.

- Reactive CSR

- 3
Products such as "VHS tapes" are examples of:

- Product forms

- 4
When few sellers control most of the sales, it is:

- Oligopoly

- 5
A physical setting where services are produced, delivered, and consumed and consists of the conditions, layout, and any symbols or imagery in the space that influence the creation and delivery of services, the perceived quality of services, and transactions between service providers and customers is:

- Tangible evidence