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# QUESTION

1. Which of the following is a characteristic of a good leader?
  - a. They are always right.
  - b. They are always confident.
  - c. They are always honest.
  - d. They are always assertive.
2. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
3. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
4. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
5. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
6. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
7. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
8. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
9. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.
10. Which of the following is a characteristic of a good leader?
  - a. They are always confident.
  - b. They are always assertive.
  - c. They are always honest.
  - d. They are always right.

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**PROJECT**  
**REPORT**

**1. INTRODUCTION**  
This report describes the results of the project...

The project was carried out in accordance with the objectives set out in the project charter. The main findings are as follows:

- 2. OBJECTIVES**
- 3. METHODOLOGY**
- 4. RESULTS**

The results show that the project was successful in meeting its objectives. The following table summarizes the key findings:

**5. CONCLUSIONS**

The project has been completed successfully and the objectives have been met.

**6. REFERENCES**

Author	Title	Year
...	...	...

- 1. Introduction
- 2. The Business Environment
- 3. The Marketing Process
- 4. Market Research
- 5. Product Development
- 6. Pricing
- 7. Promotion
- 8. Distribution
- 9. International Marketing
- 10. Ethics and Social Responsibility

### CHAPTER 3

#### THE MARKETING PROCESS



Figure 3.1



Figure 3.2



Figure 1: Screenshot of the software interface.

Figure 2:

