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### Sample Test

Chapter 6: Enhancing Brand and Social Brand Messages

Question 1

1. Which of the following is a common problem that is not likely to be addressed by traditional marketing from the consumer?

Answer: C

Feedback: A

Points: 1.000  
Difficulty: Easy

Question 2

Feedback: B

Points: 1.000  
Difficulty: Communication

# Bcom 6

**A Loxley**



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