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HINDI What you need to know from the
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Chapter 5 Kotler Marketing Management Exam Questions Answers

Some of the frequently asked exam questions on marketing concepts are as follows: Q.1. What do you mean by the term marketing research? Ans. The term marketing research relates to the methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity.

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Kotler Marketing Marketing Preview text
Multiple choice questions for
“ MARKETING ” Developed form the
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Value is the sum of customers' perceived _____ and _____.
A. Expectation and benefit
B. Share of mind and equity
C. Image and equity
D.

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Interview Questions on Marketing Management Q.11. What are the sources of marketing information? Ans. Adequate and up-to-date information about changing

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Exam Questions And Answers
market conditions is necessary for successful marketing of products. Decisions concerning the type of product, the price policy, the channel of distribution and sales promotion can be made rightly with the help of right marketing information at the right time.

~~Marketing Management: Questions and Answers~~

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diagnostic information about how and why
we observe certain effects in the ...

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Marketing is increasingly important in today ' s businesses. (a) How do you understand the term, marketing? Explain also the ' marketing concept ' . (8 marks)
(b) ' Marketing is more than the customer...

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essay type. 1) Define what is marketing and describe what can be marketed (Kotler et al. 2009, 6 – 11). 2) Describe the marketing concepts/ philosophies and how do they differ from each other. (Kotler et al. 2009, 25) 3) What is involved in a marketing plan? Describe the main parts. (Kotler et al. 109 – 113). 4) Describe Ansoff ' s...

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