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Marketing Management MCQs – 101+ Multiple Choice Question and Answers. 1. The width of a product mix is measured by the number of product. (a) dimensions in the product line. (b) features in each brand. (c) items in the product line. (d) lines a company offers. (e) specialties a company offers.

Marketing Management MCQs: 101+ MCQs Question Answers

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Marketing managers usually don't get involved in production or distribution decisions Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

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Marketing Management Multiple Choice Questions and Answers for preparation of academic and competitive examinations. Marketing Management Multiple Choice Questions and Answers. 1. The word 'Market' is derived from the Latin word _____. Ans: Mercatus. 2. In its

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strict meaning, market need not necessarily mean a place of exchange. (True / False)

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58. Rural marketing need not be resorted to because _____ (1) Rural persons do not understand marketing (2) It is not cost viable (3) It is a waste of time (4) All the statement are false (5) All the statement are true . Ans. (4) 59. Networking makes marketing _____ (1) Very difficult (2) Very cumbersome (3) Easy to handle

Marketing Management: Multiple Choice Question and Answers

Marketing Management MCQ Questions and Answers Quiz. 1.is not a sales force promotion scheme. 2.is also known as buzz marketing. 3.is also known as buzz marketing. 4. Marketing is a process of converting the potential customers into. 6.

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Multiple choice Questions on Marketing Management. Practice for BBA or MBA exams using these MCQ. Page 59.

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MCQs Marketing. This post covers marketing multiple choice questions with answers and explanation. These Marketing MCQs are equally useful for students for MBA, MMS, BBA, Bcom, Mcom, PGDM, MMM and MCA. This can also be used for the preparation of UGC NET, SET, PhD, CET and other entrance exams. Subjects like Basic of Marketing, Principles of Marketing, Fundamentals of Marketing and Marketing Management are covered under this MCQ set.

Marketing MCQs with Answers & Explanation - Indiaclass

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Technology MULTIPLE-CHOICE QUESTIONS – MARKETING 1.

MCQ questions on Marketing-Kotler - Marketing Management ...

Palmer: Introduction to Marketing 3e Multiple choice questions . Chapter 01. What is marketing? Chapter 02. The marketing environment. Chapter 03. Socially responsible marketing. Chapter 04. Buyer behaviour and relationship development . Chapter 05. Marketing research. Chapter 06.

Multiple choice questions - Oxford University Press

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Multiple choice questions - global.oup.com

BASICS OF MARKETING- 106 MULTIPLE CHOICE QUESTIONS 1. Good marketing is no accident, but a result of careful planning and _____. execution selling strategies research 2. Marketing management is _____. managing the marketing process monitoring the profitability of the company's products and services

MULTIPLE CHOICE QUESTIONS execution - DIMR

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