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Marketing Management Objective Type Questions

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Marketing MCQs with Answers & Explanation - Indiaclass

This is the General Knowledge Questions & Answers section on & Marketing Management& with

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explanation for various interview, competitive examination and entrance test. Solved examples with detailed answer description, explanation are given and it would be easy to understand

Marketing Management - General Knowledge Questions & Answers

For this reason, he advocates that marketing planning is the area which should be uppermost in the development of strategic company planning, To support this view, Ferrell continues to state that market factors are needed to be examined during the overall premising stage and many basic questions about the marketing objectives are required to be ...

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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

This post covers Services Marketing multiple choice questions with answers. These services marketing MCQ are objective type questions useful for NET, SET and PhD entrance exam preparation. Students of MBA, MCA, MMM, PGDM, BBA, Bcom, Mcom can use these Service Marketing MCQs for exam preparation and quiz tests.

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Management is the process of getting things done through other people. Following are the five key objectives of marketing management:-Generate customer base. The responsibility of the marketing manager is to attract new customers and retain old customers for the business enterprise.

Objectives of Marketing Management - GKToday

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