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MARKETING MANAGEMENT (MB106) OBJECTIVE TYPE QUESTIONS (ONE ...

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"MARKETING" Developed from the book of "PHILIP KOTLER" In supervision of: SIR ABDUS SHAKOOR Submitted by: Mujeeb Alam MS- 2nd (A) Federal Urdu University of Arts Science and Technology MULTIPLE-CHOICE QUESTIONS - MARKETING 1.

MCQ questions on Marketing-Kotler Multiple choice ...

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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Marketing Management Objective Type Questions And Answers

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.

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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

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products and services

MULTIPLE CHOICE QUESTIONS execution

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The marketing mix (the 4 Ps of marketing) does not include: a. product

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b. place c. practicality d. promotion. 4. The study of international marketing should focus primarily on: a. product b. place c. promotion d. pricing e. all of the above . 5. To U.S. students, French marketing is: a. domestic marketing b. foreign marketing c. comparative ...

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