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Marketing Management
Important Questions
Answers Q.41. What are
the objectives of
personal selling? Ans.

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Personal selling is used to meet the five objectives of promotion in the following ways:

1. **Building Product Awareness:** A common task of salespeople, especially when selling in business markets, is to educate customers on new product offerings.

~~Marketing Management:
Questions and Answers~~

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Question 1. What Is Marketing Management? Answer : Marketing Management is a skill of managing the market and consumers. It is a kind of activity in which product is supplied to the consumers and also making new consumers in the market. A marketing manager uses different techniques in

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order to increasing the sales and promotion of a goods and services.

~~Marketing Management Interview Questions & Answers~~

We have compiled the most probable, model practice question and answers on marketing management for MBA entrance exams! This will help you to learn

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about the objective type practical as well as frequently asked questions on marketing management that are likely to come for CAT, XAT, MAT, SNAP, CMAT and other competitive MBA entrance exams. 1.

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Questions(MCQs) &
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be used for the preparation of UGC NET, SET, PhD, CET and other entrance exams.

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—Indiaclass~~

Some of the frequently asked exam questions on marketing concepts are as follows: Q.1.

What do you mean by

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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.

~~Exam Questions on
Marketing Concepts +
Marketing Management~~

1. How do you handle

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pressure? I stay calm under pressure and handle it well. I just focus to the job done. 2.

How do you motivate yourself? I am very self-motivated. I enjoy my work so I am always looking for new ideas to bring to the table. With my passion being the work that I do, I am always giving my full potential to all my tasks.

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concepts of Marketing

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presents you questions

followed by four

options. Objective Type

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ANSWERS

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and Answers (Phib)

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Direct Marketing
Management. FYI,
UDC is a school.

Questions before 6, for
reference: 1. What is an
offer? 2. According to
the text an offer is,
among the other major
components of direct

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marketing, the most
easily revised of the
five.

Answers

~~Solved: Direct Type
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BASICS OF
MARKETING- 106
MULTIPLE CHOICE
QUESTIONS 1. Good
marketing is no
accident, but a result of

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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

Department of
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Management Studies.

MBA Programme.

Second Quarter, Final

Examination. November

2016. MBA124

Marketing Management.

Closed-book

examination. Answer

the Section A and any

THREE questions from

the Section B. Time

Allowed: 3 hours.

Section A (Compulsory)

Ya Kun Coffee & Toast

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in Yangon. Coffee is a favorite beverage of people around ...

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Question 21. What Is Marketing Mix? Answer : Marketing mix is referred to the amalgamation and use of the four P's of marketing in a manner

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so as to attain the highest level of customer motivation to buy a particular product or services. Price, place, product and promotion are elements which constitute the four P's of the marketing mix.

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Interview Questions &
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Marketing interview

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questions and answers -

This section carries questions such as What are the keys to

marketing success?, various components of marketing management, What were the different approaches used in marketing earlier?,

What are the current approaches used for marketing?, What is an International marketing

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Management
plan?, What is
marketing
Questions And
communication?, What
Answers
are the various types of
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marketing research?,
What is interruption
marketing? etc.

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Multiple choice

Questions on Production
and Operations

Management. ...

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Management Human
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Information Systems
Marketing Management
Media Planning

Operations Research
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Principles and Practices
of ... View answer.

Correct answer: (D) All

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