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Questions & Answers on Marketing Management. Q.1. Define Market! Ans. Traditionally, a market is a physical or a meeting place where buyers and sellers gather to buy and sell products and services. These markets exist for products/services that are daily necessities like fruits, vegetables, fish, garments, electronic goods, etc.

Marketing Management: Questions and Answers

d. "Distribution is the secret to all conquests in marketing.". Answer: (a) Difficulty: (2) Page: 4. 6. Today, marketing must be understood in a new sense that can be characterized as: a. "telling and selling.". b. "management of youth demand.". c. "get there first with the most.". d. "satisfying customer needs.".

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7 Marketing Interview Questions and Answers

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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 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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Sales and marketing Interview Questions & Answers

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Services Marketing MCQ with Answers - Indiaclass

Consisting of objective type questions from various important concepts of Marketing Management, this test presents you questions followed by four options. The correct answer and explanation provided with each question make it easier for you to understand each concept well. Who is this Marketing Management Online Test designed for?

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