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Marketing Management Multiple Choice Questions(MCQs ...  
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. ADVERTISEMENTS: (b) features in each brand. (c) items in the product line. (d) lines a company offers.

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## Answers

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Marketing Management: Multiple Choice Question and Answers

The marketing management attempts to increase the quality of life of the people by providing them better goods and services at reasonable rates. It facilitates production and distribution of a wide variety of goods and services for use by the customer.

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Objectives of Marketing Management - GKToday

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.

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MCQ questions on Marketing-Kotler - Marketing Management

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Marketing MCQs with Answers & Explanation - Indiaclass

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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