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Marketing Multiple Choice Questions Answers

MCQs Marketing. 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. Subjects like Basic of Marketing, Principles of Marketing, Fundamentals of Marketing and Marketing Management are covered under this

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Marketing Management Multiple Choice Questions and Answers.

1. The word 'Market' is derived from the Latin word _____.

Ans: Mercatus. 2. In its strict meaning, market need not necessarily mean a place of exchange. (True / False) Ans: True.

3.

Marketing Management Multiple Choice Questions and Answers

Multiple choice Questions on Marketing Management. Practice for BBA or MBA exams using these MCQ. Page 1. ... Correct answer: (D) 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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Marketing Management Multiple choice Questions and Answers ...

81. Marketing can be effected by_____ (1) Bringing in new customers (2) Retaining existing customers (3) Selling more to existing customers (4) Quality pre and post sales service (5) All of these . Ans. (4) 82. Of the 4P's of marketing, 3 are product, place and promotion, which is the 4 th P? (1) Price (2) Pricing (3) Purpose (4) Pride (5) Pursuit

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Marketing Management Multiple choice Questions and Answers ...

Marketing Multiple Choice Questions with Answers or Marketing Objective Type Questions and Answers on Marketing. 1.

“Benchmark” means _____ (1) Benches for customers to

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sit. ADVERTISEMENTS: (2) Set standards. (3) Benches for salesmen to sit. (4) Products displayed on a bench. (5) All of the above.

200 + Marketing Objective Type Question and Answers

multiple choice questions and answers; Questions. Download PDF. Free Download as PDF of E-Marketing Questions with Answers as per exam pattern, to help you in day to day learning. We provide all important questions and answers for all Exam. Go To Download Page Close. 1. Modern marketing is _____

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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

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Chapter 07. Competitor analysis and brand development .
Chapter 08. Developing the product ...

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