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Subject Code- B104 Marketing Management Section A: Objective Type & Short Questions (30 marks) Part One Multiple Choices: 1. It is a concept where goods are produced without taking into consideration the choices or tastes of customers. a. Marketing mix b. Production concept c. Marketing concept d. Relationship marketing 2.

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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.

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

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Sample Question Paper - Marketing - Bank Entrance Exam

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Exam Questions on Marketing Concepts | Marketing Management

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Semester 2 Marketing Management - Commerce Question Papers

BBA 602: STRATEGIC MARKETING MANAGEMENT DATE: SATURDAY, 20TH FEBRUARY 2010 TIME: 9.00 A.M. -12.00 P.M. INSTRUCTIONS: Answer Question ONE and any other TWO questions. Question One Strategic marketing management drives its nature from the strategic management process. Discuss. (15 marks)

Strategic Marketing Management Question Papers - 3506

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