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Interview Questions on Marketing Management Q.11. What are the sources of marketing information? Ans. Adequate and up-to-date information about changing market conditions is necessary for successful marketing of products. Decisions concerning the type of product, the price policy, the channel of distribution and sales promotion can be made rightly with the help of right marketing information at the right time.

Marketing Management: Questions and Answers

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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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Question 2 (20 marks) Describe the factors influencing consumer behavior. Select any TWO factors and discuss how marketing of consumer goods in Myanmar should pay close attention towards these...

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Marketing management is a very common and popularly studies specializations in business management. A lot of business management memes degree course like MBA, BBA, etc. are offered by leading business schools, and universities run the world. Many institutes also offer diploma courses in various business management specializations.

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Some of the frequently asked exam questions on marketing concepts are as follows: Q.1. What do you mean by 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

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These question papers can be used by students looking for BOM (Basics of Marketing) question papers. MAY 2009. Instructions to the candidates: 1) Attempt any five questions. 2) All questions carry equal marks. Q1) Design a ' Marketing Mix ' for following products. Justify your answer.

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