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Marketing Management Important Questions Answers Q.41. What are the objectives of personal selling? Ans. Personal selling is used to meet the five objectives of promotion in the following ways: 1. Building Product Awareness: A common task of salespeople, especially when selling in business markets, is to educate customers on new product offerings.

Marketing Management: Questions and Answers

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Question 1. What Is Marketing Management? Answer : Marketing Management is a skill of managing the market and consumers. It is a kind of activity in which product is supplied to the consumers and also making new consumers in the market. A marketing manager uses different techniques in order to increasing the sales and promotion of a goods and services.

~~Marketing Management Interview Questions & Answers~~

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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.

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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~~

1. How do you handle pressure? I stay calm under pressure and handle it well. I just focus to the job done. 2. How do you motivate yourself? I am very self-motivated. I enjoy my work so I am always looking for new ideas to bring to the table. With my passion being the work that I do, I am always giving my full potential to all my tasks.

~~Top 50 Management Interview Questions & Answers~~

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Direct Marketing Management. FYI, UDC is a school. Questions before 6, for reference: 1. What is an offer? 2. According to the text an offer is, among the other major components of direct marketing, the most easily revised of the five.

~~Solved: Direct Marketing Management FYI, UDC Is A School ...~~

BASICS OF MARKETING- 106 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

~~MULTIPLE CHOICE QUESTIONS execution~~

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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Marketing Management for YUE MBA— Past Exam Papers

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.

~~Sales and marketing Interview Questions & Answers~~

Marketing interview questions and answers - This section carries questions such as What are the keys to marketing success?, various components of marketing management, What were the different approaches used in marketing earlier?, What are the current approaches used for marketing?, What is an International marketing plan?, What is marketing communication?, What are the various types of marketing research?, What is interruption marketing? etc.

~~40 Marketing interview questions and answers~~

Multiple choice Questions on Production and Operations Management. ... Management Financial Management Human Resource Management Insurance and Risk Management Management Information Systems Marketing Management Media Planning Operations Research Organisational Behavior Principles and Practices of ... View answer. Correct answer: (D) All of the ...

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