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Questions**

Some of the  
frequently asked

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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.

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text Multiple choice

questions for

“MARKETING”

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KOTLER” In

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consumer buying

behaviour the

influence of culture.

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1. TOP 10 Learning  
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1: Defining Marketing  
for the 21st Century

Ria Abendan/Sue  
Silubrico April 2011.

2. 4. Value is the sum  
of customers'  
perceived \_\_\_\_\_  
and \_\_\_\_\_.A.  
Expectation and

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benefitB. Share of  
mind and equityC.  
Image and equityD.

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Questions

Interview Questions

on Marketing And

Management Q.11.

What are the sources

of marketing

information? Ans.

Adequate and up-to-

date information

about changing

market conditions is

necessary for

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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.

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Semester, Year. ...

The questions on the actual exam are going to be different.

Solving this exam is not enough to prepare for the final exam.

You must read the book chapters and

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lecture notes. Also,  
this exam contains  
only 20 questions.

The final exam will  
have 50 questions.

Answers

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...

Marketing is increasingly important in today's businesses. (a) How do you understand the term, marketing?

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Explain also the  
'marketing concept'.  
(8 marks) (b)

'Marketing is more  
than the customer...

## Answers

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Papers

Harlow: Pearson. The  
answers need to be  
essay type. 1) Define  
what is marketing and

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Describe what can be marketed (Kotler et al. 2009, 6 – 11). 2)

Describe the marketing concepts/ philosophies and how do they differ from each other. (Kotler et al. 2009, 25) 3) What

is involved in a marketing plan?

Describe the main parts. (Kotler et al. 109 – 113). 4)

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Describe Ansoff's...

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