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Marketing MCQs with Answers & Explanation. "Many people want BMW, only a few are able to buy" this is an example of
Need. Want. Demand. Status. Answer: C. Explanation: Need is a basic requirement. For example: Hunger.

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Marketing Management MCQs - 101+ Multiple Choice Question and Answers. 1. The width of a product mix is measured by the number of product. (a) dimensions in the product line. ADVERTISEMENTS: (b) features in each brand. (c) items in the product line. (d) lines a company offers. (e) specialties a company offers.

Marketing Management MCQs: 101+ MCQs Question

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Answers

Marketing Multiple Choice Questions with Answers or Marketing Objective Type Questions and Answers on Marketing (1) To look for a new clients (2) Telemarketing (3) To clinch the sale deal (4) Online marketing (5) Indoor marketing

200 + Marketing Objective Type Question and Answers

DIGITAL MARKETING Multiple Choice Questions :- 1. Delivering different messages to members of a business decision making unit is a key difference between B2C and B2B marketing which is reflected in web design through _____. A. different feature stories appealing to different members of the audience

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Services Marketing multiple choice questions with answers (Objective type questions for exam preparation), MCQs useful for Management (MBA, BBA etc.), commerce, Marketing Specialization students and other professionals. 1. Which of the following is not a tangible dominant? a. Detergents. b. Automobiles. c. Investment Management. d. Soft drinks. Answer: c. 2.

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the one alternative that best completes the statement or answers the question. 1) Janet is very upset that she can't get tickets to the Rolling Stones concert because they are sold out.

Marketing Practice Exam: multiple choice questions with

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Multiple choice questions for "MARKETING" Developed from the book of "PHILIP KOTLER" In supervision of: SIR ABDUS SHAKOOR Submitted by: Mujeeb Alam MS- 2 nd (A) Federal Urdu University of Arts Science and Technology MULTIPLE-CHOICE QUESTIONS - MARKETING Which of the following information forms available to the marketing manager can usually be ...

Full text of "Marketing Multiple Choice Questions With ...

Figure 14-2 11ea776e_9fcb_7366_81a5_035d18536949_TB2586_00_TB2586_00_TB2586_00_TB2586_00_TB2586_00 -To communicate with consumers, a company can use one or more of

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five promotion alternatives. In Figure 14-2, the promotional element labeled E represents A) advertising. B) personal selling. C) public relations. D) sales promotion. E) direct marketing.

Quiz+ | Figure 14-2

11ea776e_9fcb_7366_81a5_035d18536949 ...

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Question 1. What Is Digital Marketing? Answer : Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques.

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Answer the following questions and then press 'Submit' to get your score. Question 1 One of the following is the correct definition of marketing used by the Chartered Institute of Marketing and the others are fundamentally flawed.

Oxford University Press | Online Resource Centre | Chapter 01

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