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a) Direct marketing, b) Selective distribution, c) Market penetration strategy, d) Integrated marketing (2017 March Q7) Chapter 2. 1. Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing management. (2014 June Q8) 2.

Exam Questions - MARKETING MANAGEMENT

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.

Marketing Management: Questions and Answers

Question One Strategic marketing management drives its nature from the strategic management process. Discuss. (15 marks) Explain the role of the marketing concept in strategic marketing management. (15 marks) Question Two Discuss the nature and role of environment scanning in marketing management. (20 marks) Question Three a)

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