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The overall marketing planning can be illustrated as follows: Q.4. Define marketing programme with the help of a diagram.
Ans. Philip Kotler defines marketing programs as “a set of policy decisions on the level, allocation, and mix of marketing efforts”. It is, thus, a part of marketing planning and policy making.

Exam Questions on Marketing Concepts | Marketing Management

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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

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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

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In Marketing, demand can be subcategorised into different types; here's a look at some of them. Questions are based on Philip Kotler's, "The Major Tasks of Marketing Management".

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According to Kotler and Keller, "Marketing is 'the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value'. Take this quiz to test your knowledge about marketing concepts of product demand and supply.

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