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Management Q.11. What are the sources of marketing information?

Ans. Adequate and up-to-date information about changing market conditions is necessary for successful marketing of products. Decisions concerning the type of product, the

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price policy, the channel of distribution and sales promotion can be made rightly with the help of right marketing information at the right time.

Marketing Management: Questions  
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Questions Question 1 Selling involves:  
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market without any consideration for  
your customer's needs and wants;

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Exam-2: trying to make your customer want what the company has to offer; Choice-3: focus is on your product; Choice-4: focus is on your customer; Choice-5: Options 1, 2 and 3

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TIME: 9.00 A.M. - 12.00 P.M.

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and any other THREE questions. 1.

Read the case below and answer the  
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you mean by financial accounting?  
Explain its limitations? 6. Describe  
various advantages of accounting?

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Exam Questions are... service, customer perceptions, and management of customer relationships) • Marketing Plans (Questions related to conducting a SWOT analysis, developing a marketing plan, customer segmentation, and the 4 P's)

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