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Marketing Management: Questions and Answers

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Interview Questions on Marketing 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 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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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.

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Bing: Kotler Marketing Management Quiz Questions

Emphasize the many aspects of marketing. Four key dimensions of holistic marketing are woven throughout the text:; Internal marketing—ensuring everyone in the organization embraces appropriate marketing principles, especially senior management.; Integrated marketing—ensuring that multiple means of creating,

delivering, and communicating value are employed and combined in the best way.

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