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MCQ questions on Marketing-Kotler Multiple choice ... Marketing builds strong brands and a loyal customer base,

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intangible assets that contribute heavily to the value of a firm. What is marketing? The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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## Intro to Marketing - Practice Test Questions & Final Exam ...

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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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.

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