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area of  
potentially high  
cost saving and  
improves  
customer  
satisfaction.

Answer . TRUE.

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activities in  
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field such as  
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markets,  
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methodology of

gathering,

reporting, and

analysing facts

concerning any

phase of the

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any 5 question

which equally

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marks. To finish

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Cycle model to  
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marketing ...

Compare and  
contrast THREE  
pricing methods  
that can be  
considered by  
marketing  
management and  
summaries the  
benefits and ...

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management and  
the change  
environment with  
particular  
reference to  
Levitt's (1960)  
seminal article"  
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World. (or) (b)

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Objectives of

Marketing

Management. 2.

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