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conception, pricing,
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of ideas, goods, and
services to create exchanges
that satisfy individual and
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. This involves a number of
activities such as product
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Answer the Section A and any
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Q.1. What do you mean by the term marketing research?

Ans. The term marketing research relates to the methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity.

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of business management memes
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universities run the world.
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Exam Questions on Marketing
Concepts | Marketing
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- a) Direct marketing, b)
Selective distribution, c)
Market penetration strategy,
- d) Integrated marketing (2017 March Q7) Chapter 2. 1.
Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing management. (2014 June Q8)
- 2.

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