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1 Marketing Management 20 MCQs 1. Marketing management is _____ Correct Option: E: The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value Reference: This

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Marketing Management MCQs: 101+ MCQs Question
Answers

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Philip Kotler distinguishes the following four types of
marketing control, each involving different approaches,
purposes and allocation of responsibilities: production

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control, planning control, human resources control and long-term control. strategic control, efficiency control, annual plan control and profit control.

Multiple choice questions - Pearson Education
Management, Millenium Edition Philip Kotler Custom
Edition for University of Phoenix. Excerpts taken from: A
Framework for Marketing Management, ... Marketing
(management) is the process of planning and executing the
conception, pricing, promotion, and distribution of ideas,
goods, and services to create exchanges ...

Marketing Management, Millenium Edition - PERSPECTIVA
Marketing Management is the _____ of choosing target

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markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. a) Art b) Science

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Kotler is author of "Marketing Management" (Pearson), now

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in its fifteenth edition and the most widely used marketing text book in graduate schools of business worldwide. ...

, Philip Kotler, et ...

(PDF) Marketing: An Introduction 13 th Edition

a) Philip Kotler b) Rajan Nair c) Stanton d) American

Marketing Association Ans: a) Philip Kotler. 36. The societal marketing concept is also known as the _____ concept or ecological concept. Ans: a) Human. 37. _____ concept serves the business world as well as the society as a whole. Ans: Societal. 38.

Marketing Management Multiple Choice Questions and
Answers

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Part 4: List for questions and answers of Marketing Management . Q1. Which of the following is not factors of the demand variable, according to philip kotler? a) environment variable. b) Competition variable. c) Customer variable. d) All of the above . Q2. Which of the following is not controllable variable of marketing management? a ...

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