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University. University of  
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List of 101+ multiple choice questions on Marketing Management. Marketing Management MCQs – 101+ Multiple Choice Question and Answers. 1. The width of a product mix is measured by the number of product (a) dimensions in the product line. ... Philip Kotler (c) Manson and Rath (d) R. S. Dawar. Ans. a. 122. Which one of the following is not ...

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## **Multiple Choice Questions And Answers ...**

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

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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 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 in its fifteenth edition and the



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Kotler 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.

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## Multiple Choice Questions and Answers

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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