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Q.41. What are the objectives of personal selling? Ans. Personal selling is used to meet the five objectives of promotion in the following ways: 1. Building Product Awareness: A common task of salespeople, especially when selling in business markets, is to educate customers on new product offerings. Marketing Management: Questions and Answers Question 1. What Is Marketing Management? Answer : Marketing Management is a skill of managing the market and consumers. It is a kind of activity in which product is supplied to the consumers and also making new consumers in the market. A marketing manager uses different

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monitoring the profitability of the company's products and services

**MULTIPLE CHOICE QUESTIONS**

Department of Management Studies. MBA Programme. Second Quarter, Final Examination. November 2016. MBA124 Marketing Management. Closed-book examination. Answer the Section A and any **THREE** questions from the Section B. Time Allowed: 3 hours. Section A (Compulsory) Ya Kun Coffee & Toast in Yangon. Coffee is a favorite beverage of people around ...

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Question 21. What Is Marketing Mix? Answer : Marketing mix is referred to the

amalgamation and use of the four P's of marketing in a manner so as to attain the highest level of customer motivation to buy a particular product or services. Price, place, product and promotion are elements which constitute the four P's of the marketing mix.

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International marketing plan?, What is marketing communication?, What are the various types of marketing research?, What is interruption marketing? etc.40 Marketing interview questions and answersMultiple choice Questions on Production and Operations Management. ... Management Financial Management Human Resource Management Insurance and Risk Management Information Systems Marketing Management Media Planning Operations Research Organisational Behavior Principles and Practices of ... View answer. Correct answer: (D) All of the ...

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 Answer the Section A  
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 answers ...*  
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 choice questions with  
 answers and  
 explanation. These  
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 equally useful for  
 students for MBA,  
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 be used for the  
 preparation of UGC

NET, SET, PhD, CET  
 and other entrance  
 exams.

### **Sales and marketing Interview Questions & Answers**

Question 1. What Is  
 Marketing  
 Management? Answer :  
 Marketing  
 Management is a skill  
 of managing the  
 market and  
 consumers. It is a kind  
 of activity in which  
 product is supplied to  
 the consumers and  
 also making new  
 consumers in the  
 market. A marketing  
 manager uses different  
 techniques in order to  
 increasing the sales  
 and promotion of a  
 goods and services.  
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readiness before you  
appear for any  
interview or written  
test. Consisting of  
objective type  
questions from various

important concepts of Marketing Management, this test presents you questions followed by four options.

### **Marketing Management Questions And Answers**

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MARKETING- 106  
MULTIPLE CHOICE  
QUESTIONS 1. Good  
marketing is no  
accident, but a result  
of careful planning and  
\_\_\_\_\_. execution selling  
strategies research 2.  
Marketing  
management is \_\_\_\_\_.  
managing the

marketing process  
monitoring the  
profitability of the  
company's products  
and services

**Solved: Direct  
Marketing  
Management FYI,  
UDC Is A School ...**  
Marketing

Management Important  
Questions Answers  
Q.41. What are the  
objectives of personal  
selling? Ans. Personal  
selling is used to meet  
the five objectives of  
promotion in the  
following ways: 1.  
Building Product  
Awareness: A common  
task of salespeople,  
especially when selling  
in business markets, is  
to educate customers  
on new product  
offerings.

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- This section carries questions such as What are the keys to marketing success?, various components of marketing management, What were the different approaches used in marketing earlier?, What are the current approaches used for marketing?, What is an International marketing plan?, What is marketing communication?, What are the various types of marketing research?, What is interruption marketing? etc.

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2. How do you motivate yourself? I am very self-motivated. I enjoy my work so I am

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