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Marketing Management Saim Exam Paper

Subject Code- B104 Marketing Management Section A: Objective Type & Short Questions (30 marks) Part One Multiple Choices: 1. It is a concept where goods are produced without taking into consideration the choices or tastes of customers. a. Marketing mix b. Production concept c. Marketing concept d. Relationship marketing 2.

Sample Examination Paper of Marketing Management

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Sample Final Exam - Marketing Management - Semester, Year

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Marketing Management: Questions and Answers

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Explain the role of the marketing concept in strategic marketing management. (15 marks) Question Two Discuss the nature and role of environment scanning in marketing management. (20 marks) Question Three a) Critically examine the relevance of the portfolio models approach in marketing strategy development. (10 marks) b)

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