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Define Market! Ans.

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daily necessities like fruits, vegetables, fish, garments, electronic goods, etc.

*Marketing Management:
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d. "Distribution is the

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secret to all conquests in marketing.”. Answer: (a) Difficulty: (2) Page: 4. 6. Today, marketing must be understood in a new sense that can be characterized as: a. “telling and selling.”. b. “management of

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youth demand.”. c. “get there first with the most.”. d. “satisfying customer needs.”.

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while in this position? The goal is to see how up to date the customer is regarding new innovations in the marketing field. What to look for in an answer:

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Question 21. What Is Marketing Mix? Answer :
Marketing mix is referred to the amalgamation and use of

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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

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the four P's of the marketing mix.

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