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using these MCQ. Page
1. ... Correct answer: (D)

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activity, set of
institutions, and
processes for creating,
communicating,
delivering, and
exchanging offerings
that have value for
customers, clients,
partners, and society at

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1. The word
'Market' is derived
from the Latin word
_____. Ans: Mercatus.

2. In its strict meaning,
market need not
necessarily mean a place
of exchange. (True /
False)

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Questions :-1. Delivering
different messages to
members of a business
decision making unit is a
key difference between

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B2C and B2B marketing
which is reflected in web
design through _____.

A. different feature
stories appealing to
different members of the
audience

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QUESTIONS 1. Good
marketing is no
accident, but a result of
careful planning and
_____. execution selling
strategies research 2.
Marketing management
is _____. managing the

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

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explanation for various interview, competitive examination and entrance test. Solved examples with detailed answer description, explanation are given and it would be easy to understand

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- General Knowledge

Questions & Answers

Digital Marketing

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Questions:-. 1.

Delivering different messages to members of a business decision-making unit is a key difference between B2C and B2B marketing which is reflected in web design through _____.

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Question 1. What Is
Digital Marketing?

Answer : Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference

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and increase sales
through various digital
marketing techniques.

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