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In Marketing, demand can be subcategorised into different types; here's a look at some of them. Questions are based on Philip Kotler's, "The Major Tasks of Marketing Management".

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ions-manual-kotler-keller/ Marketing Management, 15e (Kotler) Chapter 2 Developing Marketing Strategies and Plans 1) The task of any business is to _____. A) create customer needs B) differentiate in terms of cost of production C) deliver customer value at a profit D) reduce competition E) communicate similar value as provided by competitors ...

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Marketing Management 15th Edition by Philip T. Kotler, Kevin Lane Keller) Chapter 2: DEVELOPING MARKETING STRATEGIES AND PLANS LEARNING OBJECTIVES In this chapter, we will address the following questions: 1. How does marketing affect customer value? 2. How is strategic planning carried out at the corporate and divisional levels? 3.

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The overall marketing planning can be illustrated as follows: Q.4. Define marketing programme with the help of a diagram. Ans.Philip Kotler defines marketing programs as "a set of policy decisions on the level, allocation, and mix of marketing efforts". It is, thus, a part of marketing planning and policy making.

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Mm mc qs PHILIP KOTLER 1. Chapter 1: Defining Marketing for the 21st Century GENERAL CONCEPT QUESTIONS Multiple Choice 1. Good marketing is no accident, but a result of careful planning and _____. a. execution b. selling c. strategies d. tactics e. research Answer: a Page: 4 Level of difficulty: Medium 2.

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