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Question and Answers. 1. The
width of a product mix is
measured by the number of
product. (a) dimensions in

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the product line. (b) features in each brand. (c) items in the product line. (d) lines a company offers. (e) specialties a company offers.

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Questions (MCQs) ...

Marketing managers usually don't get involved in production or distribution decisions Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

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Management Multiple Choice
Questions and Answers. 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. Page 16
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Marketing Management

multiple choice questions
and answers ...

58. Rural marketing need not be resorted to because_____

(1) Rural persons do not understand marketing (2) It is not cost viable (3) It is a waste of time (4) All the statement are false (5) All the statement are true .

Ans. (4) 59. Networking makes marketing_____ (1) Very difficult (2) Very cumbersome (3) Easy to handle

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Multiple Choice Question and
Answers

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Marketing Management MCQ

Questions and Answers Quiz.

1.is not a sales force promotion scheme. 2.

.....is also known as buzz marketing. 3.

.....is also known as buzz marketing. 4. Marketing is a process of converting the potential customers into. 6.

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dynamics, conducting
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brand positioning, creating
brand equity, creating long-
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designing and managing
services, developing
marketing ...

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BASICS OF 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

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

MULTIPLE CHOICE QUESTIONS

execution - DIMR

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