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[1 Marketing Management 20 MCQs 1. Marketing management is _____ Correct Option: E: The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value Reference: This information is taken from the Book Marketing management 14 th edition written by Philip Kotler Kevin Lane Keller Abraham Koshy and Mithileshwar Jha.](#)

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Philip Kotler distinguishes the following four types of marketing control, each involving different approaches, purposes and allocation of responsibilities: production control, planning control, human resources control and long-term control. strategic control, efficiency control, annual plan control and profit control.

Multiple choice questions - Pearson Education

Management, Millenium Edition Philip Kotler Custom Edition for University of Phoenix. Excerpts taken from: A Framework for Marketing Management, ... Marketing (management) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges ...

Marketing Management, Millenium Edition - PERSPECTIVA

Marketing Management is the _____ of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. a) Art b) Science

Marketing Concepts - MCQs with answers

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Kotler is author of "Marketing Management" (Pearson), now in its fifteenth edition and the most widely used marketing text book in graduate schools of business worldwide. ... , Philip Kotler, et ...

(PDF) Marketing: An Introduction 13 th Edition

a) Philip Kotler b) Rajan Nair c) Stanton d) American Marketing Association Ans: a) Philip Kotler. 36. The societal marketing concept is also known as the _____ concept or ecological concept. Ans: a) Human. 37. _____ concept serves the business world as well as the society as a whole. Ans: Societal. 38.

Marketing Management Multiple Choice Questions and Answers

Part 4: List for questions and answers of Marketing Management . Q1. Which of the following is not factors of the demand variable, according to philip kotler? a) environment variable. b) Competition variable. c) Customer variable. d) All of the above . Q2. Which of the following is not controllable variable of marketing management? a ...

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