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UNIVERSITY EXAMINATIONS 2010/2011 FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION BBA 504: MARKETING MANAGEMENT DATE: MONDAY 29TH NOVEMBER 2010 TIME: 9.00 A.M. - 12.00 P.M. INSTRUCTIONS: Answer Question ONE and any other THREE questions. 1. Read the case below and answer the questions that follow: THE READING ...

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Second Quarter, Final Examination, November 2016. MBA124 Marketing Management. Closed-book examination. Answer the Section A and any THREE questions from the Section B. Time Allowed: 3 hours. Section A (Compulsory) Ya Kun Coffee & Toast in Yangon. Coffee is a favorite beverage of people around the world.

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1. a) A marketing manager of WAAB fashions a newly established clothing retail stores would like you to explain marketing management philosophies adopted by various organizations today.15mks b)Explain to an enterprenuer without marketing background the concept of customer satisfaction and its importance in marketing.5mks 2.

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State Examination Commission - Exam Material Archive  
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TNOU MBA-Services Marketing (MSP-42) Papers - Entrance Exam  
Some questions on a service marketing exam focus on practical examples. The exam question may ask the student to provide an analysis of a given company's service marketing strategies, the company's role in the market, how the strategies relate to the competition's marketing strategies and how well the customers are responding to it.

Module Title: Managing Services Marketing 2  
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