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Department of Management Studies. MBA Programme. Second Quarter, Final Examination. November 2015. MBA124 Marketing Management Closed-book examination. Answer the Section A and any THREE questions from the Section B.

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a) Direct marketing, b) Selective distribution, c) Market penetration strategy, d) Integrated marketing (2017 March Q7)

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Answers

Chapter 2. 1. Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing management. (2014 June Q8) 2.

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