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a) Direct marketing, b) Selective distribution, c) Market penetration strategy, d) Integrated marketing (2017 March Q7) 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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the keywords on a piece of paper to keep track of your thoughts. 1.2 The communication process When people simply speak their mind to no one in particular, no real communication is taking place. Also, if someone is listening to them, but does not understand what they are saying, there is no real In your small groups, decide what is

Management Communication N4 - macmillan.co.za

We have given marketing multiple choice questions with answers. This post covers MCQs on Marketing Management, Basics of Marketing & Principles of Marketing. You can find answers of these MCQs at the end of each question. These MCQs are helpful for those who are looking for MCQs related to Basics of Marketing & Marketing Management.

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HOSPITALITY AND TOURISM - DECA Inc

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