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Marketing Multiple Choice Questions :-

1. "The concept of the marketing mix was developed by -----.

- a. N. H. Borden
- b. Philip Katter
- c. Stanton
- d. W. Anderson

Answer: a

2. "Many people want BMW, only few are able to buy" this is an example of ...

- a. Need
- b. Want
- c. Demand
- d. Status

Answer: c

3. is the act of obtaining a desired object from someone by offering something in return.

- a. Marketing Myopia
- b. Selling
- c. Exchange
- d. Delivery

Answer: c

4. It's a combination of quality, service & price

- a. Marketing Triad
- b. Customer Value Triad

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