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[4369]-213**S.Y. B.Com. EXAMINATION, 2013****MARKETING MANAGEMENT****Paper I****(2008 PATTERN)****Time : Three Hours****Maximum Marks : 80****N.B. :—** (i) *All questions are compulsory.*(ii) *Figures to the right indicate full marks.*

1. What is Consumer Movement ? Explain the role of Consumer Guidance Society of India. [16]

2. What is Marketing ? Explain the importance of marketing. [16]

Or

What is Place Mix ? Explain the factors affecting on place mix. [16]

3. (A) Explain the need and importance of consumer education. [8]

(B) Explain the scope of Agricultural Marketing. [8]

Or

(A) Explain the marketing strategies for services. [8]

(B) Explain the features of effective Customer Relationship Management (CRM). [8]

P.T.O.

Marketing Management N4 Question Paper

L Reisser



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This book delves into Marketing Management N4 Question Paper. Marketing Management N4 Question Paper is a vital topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Marketing Management N4 Question Paper, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
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 - Chapter 2: Essential Elements of Marketing Management N4 Question Paper
 - Chapter 3: Marketing Management N4 Question Paper in Everyday Life
 - Chapter 4: Marketing Management N4 Question Paper in Specific Contexts
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