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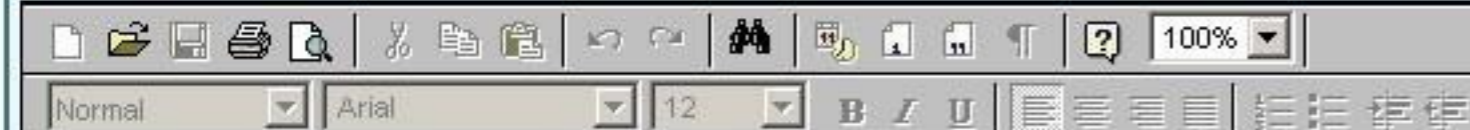
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Identify and briefly explain different ways to enter in the international market?

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Explain the concept of "Selling agents".

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Mention any three forms of Direct Marketing.

Answer ([Please click here to Add Answer](#))

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Your company is going to launch a new product in the market. As a marketing manager, you have selected the advertising media i.e. Newspaper. Do you think that this media is the **BEST** for your company' product? Justify your argument.

Answer ([Please click here to Add Answer](#))

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What types of different questions will come in your mind if your competitor has cut its price?

Answer ([Please click here to Add Answer](#))

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Mass Marketing has become a concept of the past. Why it so happened and what is the new concept of marketing communications?

Answer ([Please click here to Add Answer](#))

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What is social responsibility and how can we categorize a firm to be socially responsible? Explain from different angles.

Answer ([Please click here to Add Answer](#))

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After successful completion of MBA program, you are planning to open a super store in your locality. Before opening a super store, you must have the answers of many critical questions that will define and devise your marketing strategy. In your opinion what should be those critical questions that could determine your success?

Answer ([Please click here to Add Answer](#))

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Advertising objectives varies from company to company. Mention the different objectives that marketers can have while designing their advertising strategies.

Answer ([Please click here to Add Answer](#))

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Define, how or why direct marketing is getting more and more in use?

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Answer ([Please click here to Add Answer](#))



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What is the difference between Needs, wants and Demands?

Answer ([Please click here to Add Answer](#))

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Briefly describe shoddy and unsafe products. How products become unsafe?

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Answer ([Please click here to Add Answer](#))



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Explain the stimulus response model of the consumer buying behavior? Does the stimulus response model help the marketers to gain an insight on the consumer buyer behavior?

Answer ([Please click here to Add Answer](#))

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For most customers, price by itself is not the key factor when a purchase is being considered; they also assess product's overall value. You are supposed to give arguments in the favor of this statement.

Answer ([Please click here to Add Answer](#))

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What are the key marketing logistic functions that have a major impact on both customer satisfaction and company cost?

Answer ([Please click here to Add Answer](#))

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Mr. Danish is a marketing head of credit card department at bank UBL. He is interested in establishing a sales force to market the bank Visa card. What do you understand by the term "sales force" and what steps Mr. Danish will take to manage the sales force?

Answer ([Please click here to Add Answer](#))

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