SN	CRSCODE
1	MKT108
2	MKT108
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10	MKT108

QUESTION

……is an oral presentation in a conversation with one or more prospective purc
…….is not a reason for sales promotion
……is a person or group of persons or an organisation that purchases goods an
…….holds that a pure marketing concept overlooks possible conflicts between
Advertising can be classified as product or ……
…..is not an institutional advertising
……..is a stage in the buying process

…….is a management strategy used to inform and persuade the customer to buy a product

Consumerism is a ……. seeking to argue the rights and powers of buyers in rela
Sales promotion……incentives to encourage the purchase or sale of a product o

OPTION A	OPTION B	OPTION C	OPTION D	ANS	TMANO
Personal s	Advertisin	Merchand	Displayinç	A	TMA2
Informatic	Serves as	Productio	Stimulatic	C	TMA2
Producer	Customer	Seller	Retailer	B	TMA2
Product c	Marketing	Selling co	Societal m	D	TMA2
Buying	Selling	Product	Institution	D	TMA2
Costing	Patronage	Public rel	Public ser	A	TMA2
User's bel	Purchase	Felt need	Post purc	B	TMA2
Costing	Pricing strategy	Productio n	Sales Promotio n	D	TMA2
Political	Social mo	Trade Uni	Professior	B	TMA2
Long-term	Remote-t	Short-ter	Medium-t	C	TMA2