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Some of the frequently asked exam questions on marketing concepts are as follows: Q.1. What do you mean by the term marketing research? Ans. The term marketing research relates to the methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity.

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5. Identify and describe some problems and challenges to marketing managers in relation to change and innovation. Critically discuss the links between strategic marketing management and the change environment with particular reference to Levitt ' s (1960) seminal article ” Marketing Myopia ” .

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