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Q.1. Write short notes on ' hierarchy ' of marketing plans.

Ans. The term ' hierarchy ' of marketing plans refers to the structure of formal marketing plans as a pyramid, with the corporate strategy and the long-term marketing plan at the top [...]

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Second Quarter, Final Examination. November 2015.

MBA124 Marketing Management. Closed-book examination.

Answer the Section A and any THREE questions from the Section B. Time Allowed: 3 hours. Section A (Compulsory)

The Fly of Black Eagle into Myanmar Engine Oil Market[1]

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END OF SEMESTER EXAMINATION BCM 1204: PRINCIPLES OF MARKETING 1ST YEAR DATE: 10th March 2009 TIME: 2 Hours

INSTRUCTIONS: Candidates should attempt THREE questions only. Answer Question ONE (Compulsory) and any other TWO Questions. QUESTION ONE Using the attached case (Kenchic Limited), answer the following questions

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