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Q.11. What are the sources of marketing information? Ans. Adequate and up-to-date information about changing market conditions is necessary for successful marketing of products. Decisions concerning the type of product, the price policy, the channel of distribution and sales promotion can be made rightly with the help of right marketing information at the right time.



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tastes of customers. a. Marketing mix b. Production concept c. Marketing concept d. Relationship marketing 2.

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