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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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Marketing management is a very common and popularly

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studies specializations in business management. A lot of business management degree courses like MBA, BBA, etc. are offered by leading business schools, and universities run the world. Many institutes also offer diploma courses in various business management specializations.

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BOM (Basics of Marketing) question papers. MAY 2009.

Instructions to the candidates: 1) Attempt any five questions.
2) All questions carry equal marks. Q1) Design a ' Marketing Mix ' for following products. Justify your answer.

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