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Answers Key 2016. Q. Distinguish between Marketing and Selling. Mention various objectives of marketing.

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The principle of the 4P Marketing Strategy  
or Matrix is that marketing decisions tend  
to fall into four categories – product, place,  
price, and promotion. We refer to them as  
four – controllable – categories. They are  
–controllable– because our efforts affect

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Marketing is customer centric means, customers is the king for marketing firm. He is the pivotal point for all marketing decisions. The firm has to constantly focus its attention on the changing needs and wants of the consumer, and ways to satisfy them.

## Marketing Management: Questions and Answers

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The term marketing research relates to the methodology of gathering, reporting, and analysing facts concerning any phase of the marketing activity. It is a very wide term in its concept and application, and includes different aspects such as product, consumer, market, dealer, price, etc.

## Exam Questions on Marketing Concepts | Marketing Management

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Kotler & Armstrong, Principles of Marketing, Global ...

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