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We have given marketing multiple choice questions with answers. This post covers MCQs on Marketing Management, Basics of Marketing & Principles of Marketing. You can find answers of these MCQs at the end of each question. These MCQs are helpful for those who are looking for MCQs related to Basics of Marketing & Marketing Management.

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1) pressure on business people to make decisions in a diverse society 2) growing tendency for business decisions to be judged publicly 3) public's expectations of ethical business behavior has increased 4)ethical business conduct may have declined. moral standards are relative to. particular societies.

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information systems, finance, research and development, marketing, manufacturing, human resources cross functional teams teams that are formed to develop marketing programs for new offerings or for improving existing offerings. accountable for achieve a task and set performance goals.

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Green Marketing. A. Efforts to produce, promote, reclaim environmentally sensitive products. B. Idea that organizations are part of a larger society and are accountable to that society for their actions. C. Assessment of a firms objectives, strengths, and performance in the domain of social responsibility.

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