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Program Name: PGDBA Subject: Marketing Management ... - ...

SCDL Page 1 of 7 Program Name: PGDBA Subject: Marketing Management Assessment Name: MM - Exam Weightage: 70 Total Marks: 70 Duration: 80 mins Online Examination: Online examination is a Computer based examination Online examination comprises of Total 29 Questions - Out of 70 marks Duration of online examination will be of 1 Hour 20 minutes

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LIST OF ATTEMPTED QUESTIONS AND ANSWERS-MIS - SCDL ...

efficient management and business planning marketing information system Manufacturing as a functional sub - system will have the following functions Cost control analysis , Sales forecasts , Sales planning FAV is the short form of LIST OF ATTEMPTED QUESTIONS AND ANSWERS

Program Name: PGDBA Assessment Name: PPM - Exam ... - ...

1] F W Taylor described his scientists management outlook in 2] According to Henri Fayol there are 3] W D Scott applied behavioural science 4] Chocolate manufacturer Rountree 1] 6 Management principles 2] 5 functional groups and 14 principles 3] concepts like advertising and marketing 4] Believes that workers are entitled to life worth living

UNIT - I MANAGEMENT ACCOUNTING INTRODUCTION - ...

UNIT - I MANAGEMENT ACCOUNTING INTRODUCTION: A business enterprise must keep a systematic record of what happens from day-tot-day events so that it can know its position clearly Most of the business enterprises are run by the corporate sector These business houses are required by law to

Case Studies in Marketing Management and Sales Management

The other papers are of high quality as well Overall, the presentations and papers gave students significant real-life learning experiences Conclusion With the down economy, many students were interested in learning real-life management practices Marketing Management and Sales Management courses were taught at two different firms to 25 people

Concept based notes Sales and Distribution Management

Concept based notes Sales and Distribution Management (MBA) Richa Khuteta Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & 6 Unsolved Papers 74 - 80 7 Bibliography 81 6 For free study notes log on: www.gurukpocom

FACULTY OF COMMERCE AND MANAGEMENT PAPER-I ...

Criteria, Marketable Security Alternatives - Management of Receivables and Management of Inventory - The Importance of Current Assets Management in Working Capital Planning REFERENCE BOOKS: 1 MY Khan and PK Jain, Financial Management--Text and Problems, TMH 2009 2 Collin Barrow, Practical Financial Management, Kogan Page, 2009 3

Paper 1 - Fundamentals of Organization and Management ...

Paper 1 - Fundamentals of Organization and Management (Syllabus 2008) The Institute of Cost Accountants of India (Statutory Body under an Act of Parliament) Page 1 MULTIPLE CHOICE QUESTIONS 1 Who is a person who advanced early scientific management principles?

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UNIT I LESSON NO. 1: INDUSTRIAL MARKETING SYSTEM: ...

The basics of marketing management: deciding the target markets; finding out the needs and wants of the target markets, developing products and services to meet the requirements of those markets, and evolving marketing programmes or strategies to reach and satisfy target customers in ...

1.1 Management Principles and Practice

11 Management Principles and Practice Bharathiar University, Coimbatore - 641 046 MBA First Semester Paper - 1 12 Organisational Behaviour Paper - 2 Operations Management 3 3 25 75 100 3 Marketing Management 3 3 25 75 100 3 Financial Management 3 3 25 75 100 3 Human Resource Management 3

Concept based notes Principles and Practices of Management

Management is Continuous: Management is an ongoing process It involves continuous handling of problems and issues It is concerned with identifying the problem and taking appropriate steps to solve it For achieving this target various policies have to be framed but this is not the end Marketing and Advertising is also to be done

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About the Tutorial - tutorialspoint.com

Management has been defined by various authors/authorities in various ways Following are few often-quoted definitions: Management guru, Peter Drucker, says the basic task of management includes both marketing and innovation According to him, "Management is a multipurpose organ

RURAL MARKETING "Rural Marketing is Real Marketing"

Rural marketing has become the latest mantra of most corporate Companies like Hindustan Lever, Colgate Palmolive, Britannia and even Multinational Companies (MNCs) like Pepsi, Coca Cola, LG, Philips, Cavin Kare are all eyeing rural markets to capture the large Indian market Coming to the frame work of Rural Marketing, Rural Marketing broadly

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