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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

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distribution and sales promotion can be made rightly with the help of right marketing information at the right time.

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Part One Multiple Choices: 1. It is a concept where goods are produced without taking into consideration the choices or tastes of customers. a. Marketing mix b. Production concept c. Marketing concept d. Relationship

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