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PHILIP KOTLER In supervision of: SIR ABDUS SHAKOOR
Submitted by: Mujeeb Alam MS- 2nd (A) Federal Urdu
University of Arts Science and Technology MULTIPLE-
CHOICE QUESTIONS MARKETING 1.

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The overall marketing planning can be illustrated as follows:
Q.4. Define marketing programme with the help of a diagram.
Ans. Philip Kotler defines marketing programs as "a set of

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policy decisions on the level, allocation, and mix of marketing efforts. It is, thus, a part of marketing planning and policy making.

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Answers ...

Questions & Answers on Marketing Management Q.1. Define Market! Ans. Traditionally, a market is a physical or a meeting place where buyers and sellers gather to buy and sell products and services. These markets exist for products/services that are daily necessities like fruits, vegetables, fish, garments, electronic goods, etc.

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