

IIBM Institute of Business Management

Examination Paper

MNL100

Pharmaceuticals Industrial Management

Section A: Objective Type (20 marks)

- This section consists of Multiple Choices/Fill in the blanks & short notes type questions.
- Answer all the questions.
- Part one questions carry 1 mark each & Part Two questions carry 5 marks each.

Part One:

Multiple Choices:

1. Which of the following not the principle of co-ordination?
 - a. Principle of early beginning
 - b. Principle of continuity
 - c. Principle of time
 - d. Principle of reciprocity
2. Oral communication includes-
 - a. Lecture
 - b. Poster
 - c. Union publication
 - d. Complaint procedure
3. Enthusiasm, co-operation, tact and skillful handling come under-
 - a. Intellectual quality
 - b. Character quality
 - c. Psychological quality
 - d. Physical quality
4. Which of the following is the demerit of formal communication?
 - a) Decay in accuracy
 - b) Time consuming
 - c) It is temporary
 - d) Fairly unsuitable
5. Arrange the following into decision making process
 - i. Conception
 - ii. Investigation
 - iii. Perception
 - iv. Selection
 - a) iv,i,iii, ii
 - b) ii,iv iii,i
 - c) iv,i,iii,ii
 - d) iii,i,ii, iv

Motheo Examination Paper 2014 Marketing

Lingjun Ying



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Business Examination Questions Answered Nicholas Boyce, 1975 **Marketing Principles and Practice, Examination Paper** ,2014 **Methods of Marketing** ,19?? *Marketing law 2, examination paper* ,2001 *Certificate of Marketing Examination Papers* Institute of Marketing, 1981 **P677 Marketing In Action** Open University, 1985

Principles of Marketing BB108, *Marketing* Jack Rudman, 1975 *Marketing defined planned and delivered, examination paper* ,2014 **Marketing Communications 3, Examination Paper** ,2014 **Electronic marketing, examination paper** ,2005 **Services marketing, examination paper** ,2000 *Strategic marketing management, examination paper* ,1999 *Introductory Marketing* National Learning Corporation, 1974 **MARKETING EXAM QUESTION PAPERS**. M DU PLESSIS., 2006 **Dept. of Marketing Examination Papers, 2004-05** ,2004 Marketing MCQ's: 580 Frequently Asked Questions Are Answered from a Question Bank of 1600 Questions Maxwell Ranasinghe, 2018-10

This book offers you a short cut for the marketing exams It contains frequently asked 580 questions out of a question bank of over 1600 questions I have reviewed whole syllabuses of many marketing courses in Diploma to Undergraduate level and have included questions on fundamental concepts and terms that are tested in a marketing exam I have purposely avoided questions that are easy and not tested frequently to bring down the load on students to study on marketing MCQs Hence this book will take away a big burden on students in reading the whole syllabus sifting selecting important questions from big question banks and memorizing all of them In addition to helping students in answering MCQs this book provides a revision of the whole syllabus offered in a marketing course Therefore the knowledge gathered by answering MCQs in this book will surely help the student to write short and essay type answers as well with confidence Multiple Choice Questions MCQs are used as an objective assessment in almost all the mid term and final exams of marketing in universities and professional institutions all over the world The MCQs in marketing are set from the whole syllabus MCQs generally test the knowledge of fundamental concepts terms and the ability of students in application of such knowledge in interpreting practical situations MCQs are tricky and cleverly designed to distract students to mark incorrect answers The time given to answer MCQs are limited and students should have a thorough knowledge of the subject to select the correct answer within the restricted time The best way to prepare yourself for MCQs is to know them in advance The challenge for students is they are required to study many subjects in addition to marketing in one semester Therefore not every student has the time to go through the whole syllabus and remember all the concepts This book is written with the sole aim of helping students to get exams through and you will not regret the investment you make on this book WEST Business and Marketing Education - Test Taking Strategies Jcm-West-E Test Preparation Group, 2019-12-26 New 2020 Edition The latest strategies to pass your exam Free Online Email Tutoring Subscription This booklet does not contain any practice questions and content This booklet is solely devoted to test taking strategies that can be applied to the WEST Business and Marketing Education exam If you have

done a lot of practice questions and content this booklet will provide very useful techniques to passing the WEST Business and Marketing Education exam If you are taking the exam for the first time this booklet will be a huge asset to helping you study and pass your exam the first time If you are really struggling to pass this booklet can greatly support you to pass the WEST Business and Marketing Education exam The booklet is devoted to teaching you how to take the WEST Business and Marketing Education exam along with providing effective strategies The booklet covers the following Study Strategies Test Taking Strategies Reducing Anxiety Strategies Guessing Strategies Strategies To Decide Between Two Answers Systematic Approach To Answering Questions The purpose of the booklet is to provide test taking strategies to use for the WEST Business and Marketing Education exam The booklet contains over 70 strategies to achieve a passing score on the WEST Business and Marketing Education exam All strategies included apply for the WEST Business and Marketing Education exam Plus as a bonus you get a free online email tutoring subscription to support you in your journey to passing your exam

Test Bank David J. Rachman,1985 *Marketing Multiple Choice Questions* Everett Jacobs,1995-07

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