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Exercises Practice Chapters 1-3, Questions and answers.pdf

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Marketing Exam - DECA

Specimen examination questions and suggested approach and solution relating to each chapter Chapter 1 Development of a strategic approach to marketing " its culture; internal macro- and external micro-environmental issues . The meaning of the term "marketing" remains an area of confusion in the minds of many. As a marketing practitioner, explain the implications and the real meaning of ...

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