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The term "hierarchy" of marketing plans refers to the structure of formal marketing plans as a pyramid, with the corporate strategy and the long-term marketing plan at the top []

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Questions & Answers on Marketing

Management Q.1. Define Market! Ans.

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garments, electronic goods, etc.

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Answers. 1. The width of a product mix is measured by the number of product. (a) dimensions in the product line. (b) features in each brand. (c) items in the product line. (d) lines a company offers. (e) specialties a company offers.

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A comprehensive survey research

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