

Total 60 questions

52 were mcqs mostly were conceptual and new.

1. What is contingency planning? 3
2. SPACE matrix? 5
3. Performance pay plan? 5
4. Difference Bargaining power of supplier and buyer? 5
5. Importance of strategic planning? 5
6. Methods of resource allocation plan? 5
7. What is marketing mix and its components? 3
8. about matrix 3

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