**A grupa Redovne i dopunske prodajne usluge**

1. Nabroj redovne prodajne usluge?

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1. Šta se postiže pružanjem dopunskih usluga?

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1. Nabroj dopunske usluge?

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1. Šta je personalizovana pošta?

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1. Nabroj najmanje tri usluge prepuštene izboru trgovca?

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1. Na čega personalizacijа treba da bude usmerena?

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1. Na šta je usmerena nova škola marketinga?

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1. Kako se aktivnosti u kupoprodaji klasične prodavnice grupišu?

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**B grupa Redovne i dopunske prodajne usluge**

1. Šta je personalizacija potrošača?

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1. Kako se dele dopunske usluge?

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1. Navedi jednu ostalu dopunsku uslugu?

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1. Nabroj redovne prodajne usluge??

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1. Nabroj dopunske usluge?

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1. Na šta se oslanja personalizacija u velikim prodajnim lancima??

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1. Nabroj najmanje tri usluge prepuštene izboru trgovca?

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1. Kako se naziva cena trgovačke usluge??

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