**PG AND RESEARCH DEPARTMENT OF MANAGEMENT STUDIES**

**BON SECOURS COLLEGE FOR WOMEN**

**VILAR BYPASS, THANJAVUR**

**MARKETING MANAGEMENT**

**Question Bank**

**UNIT 1**

**2 Marks**

1. Definition of marketing.
2. What is market?
3. What is marketing?
4. Define marketing planning.
5. Write short note on implement marketing programmers.
6. What is market environment?
7. Definition of segmentation.
8. Define consumer behaviour.
9. Define marketing research.
10. Define market information system.

**5 marks**

1. Explain the Concept of marketing
2. State the Functions of marketing
3. State the Marketing Planning
4. Explain the Implementing Marketing Programmers’
5. State the Marketing Environment
6. Explain the Market Segmentation
7. Explain the Consumer Behaviour
8. State the marketing Research
9. State the Market Information System

**10 marks**

1. Discuss definition of marketing and Concept of marketing and
2. explain the various Functions of marketing
3. Discuss the Marketing Planning & Implementing Marketing Programmers’ with examples.
4. Discuss the Marketing Environment
5. Explain the Market Segmentation and Consumer Behaviour with examples
6. Discuss the Marketing Research and Market Information System

**Unit 2**

**2.Marks**

1. Definition of product.
2. what is meant by product with example.?
3. What is product planning?
4. Definition of policies.
5. Definition of positioning .
6. Define new product development.
7. What is product life cycle?
8. Define product life cycle.
9. Definition of branding.
10. Definition of packaging.
11. What is labeling ,
12. Definition of price.

**5 Marks**

1. Explain the Product Planning
2. State the marketing Policies
3. Explain the Positioning
4. State the New Product Development
5. Explain the Product Life Cycle –
6. Explain the Branding, with example
7. Explain the Packaging, with example
8. State the Labelling with exampling
9. State the Pricing Objectives
10. Explain the various Factors pricing in marketing,
11. Explain the Methods of pricing and the Procedure

**10 Marks**

1. Discuss the Product Planning , merits and demerits of product planning
2. Discuss the product Policies and its implementing to the market and marketing area.
3. Explain the Positioning of marketing
4. Discuss the New Product Development and Product Life Cycle with example.
5. Discuss the Branding, Packaging, Labelling. With example.
6. Define Price , discuss the Pricing Objectives .
7. Explain the Factors of pricing
8. Discuss the different Methods and Procedure of pricing.

**Unit – 3**

**2 Marks**

1. Definition of promotion.
2. What is promotion mix.
3. What is meant by advertisement.
4. What is message?
5. What is copy?
6. Define advertisement budgeting.
7. Definition of media strategy.
8. Definition of sales promotion
9. What is personal selling?
10. Define publicity.

**5 Marks**

1. Explain the Promotion Mix.
2. State the Advertisement with example .
3. Explain the kinds of advertisement Message and Copy – with example.
4. State the Advertisement Budgeting
5. Explain the Measuring Advertisement Effectiveness
6. State the Media Strategy with example
7. Explain the Sales Promotion –
8. Explain the Personal Selling and Publicity, With example

**10 Marks**

1. Discuss the Promotion Mix
2. Definition of Advertisement and various kinds of advertisement Message & Copy with example.
3. Discuss the Advertisement Budgeting ,Measuring Advertisement Effectiveness
4. Explain the Media Strategy and its helps for Sales Promotional activity.
5. Discuss the Personal Selling and Publicity.

**Unit -4**

**2 Marks**

1. Definition of physical distribution.
2. What is meant by distribution mix.
3. Define managing channel.
4. Definition of intermediaries.
5. Write short note on transport and warehousing.
6. Definition of distribution strategies.
7. What is distribution cost analysis.

**5 Marks**

1. State the Physical Distribution.
2. Explain the Distribution Mix.
3. State the Managing Channel.
4. State Intermediaries with example.
5. Briefly explain the Transport and Warehousing with example.
6. State the Distribution Strategies.
7. State the Distribution Cost Analysis.

**10 Marks**

1. Discuss the Physical Distribution of marketing
2. Discuss the Distribution Mix with example.
3. Explain the Managing Channel and Intermediaries with example.
4. Discuss the Transport and Warehousing
5. Discuss the Distribution Strategies and Distribution Cost Analysis.

**Unit – 5**

**2 Marks**

1. Definition of marketing strategies.
2. State the tools for competitive differentiation of product.
3. What is strategies for competitors?
4. Define leadership.
5. Write short note on challenges in marketing strategies.
6. What is niche marketing?
7. What is marketing of services.
8. Define consumerism.
9. Define consumer protections.
10. Definition of marketing performance.
11. What is direct selling?
12. What is direct marketing?

**5 Marks**

1. Explain the concept of Marketing Strategies –
2. Explain the Tools for Competitive Differentiation of Product
3. State the Strategies for Competitors
4. Briefly explain the Leaders, challenges, follower & niche marketing with example
5. State the Marketing of Services
6. Distinguish between the Consumerism and Consumer Protections,
7. State the Evaluating &Controlling Marketing Performance.
8. Explain the Direct Selling, Direct Marketing.

**10 Marks**

1. Discuss the Marketing Strategies with example.
2. Describe the Tools for Competitive Differentiation of Product .
3. Explain the Strategies for Competitors.
4. Discuss the Leaders, challenges, follower & niches marketing
5. Explain the Marketing of Services with example.
6. Discuss the Consumerism and Consumer Protections, with example.
7. Briefly explain the Evaluating &Controlling Marketing Performance.
8. Discuss the Direct Selling, Direct Marketing.