**Question Bank**

**MARKETING MANAGEMENT**

**UNIT I**

**2MARKS**

1. Define marketing management?
2. State the meaning of marketing process?
3. State the examples for social marketing?
4. What is marketing management?
5. What is a market?
6. Write the modern definition of marketing?
7. What is target market?
8. What is marketing mix?
9. What is mass marketing?
10. Differentiate buyer from consumer?
11. What is social marketing?
12. What are the 4P"s of marketing?
13. What do you understand by a market?
14. What is marketing system?
15. Differentiate market from marketing?
16. Define selling?
17. What is barter system?
18. What is meant by consumer orientation?
19. Define social marketing?
20. Define buying?
21. State any two object of marketing?
22. State the functions of marketing?
23. State the characteristics marketing?
24. Define marketing mix?
25. What is standardisation?

**5 MARKS**

1. Explain the importance of marketing?
2. What are the modern marketing concepts?
3. Bring out the differences between marketing and selling?
4. Discuss the nature and scope of marketing?
5. What are the new concepts of marketing?
6. What are the difference between sellers and executives?
7. Explain the scope of marketing?
8. All organisations need marketing – Explain
9. What are the functions of marketing manager?
10. What are the types of classification in market?
11. Describe the modern concepts of marketing?
12. Explain the various phases of development in marketing?
13. Explain the characteristics of modern marketing?
14. Explain the concept of marketing mix?
15. Explain the characteristics of marketing management?
16. Is marketing an art or a science - explain
17. Difference between selling and marketing?
18. Difference between marketing and merchandising?
19. Describe the problems of marketing mix?
20. Explain facilitating functions of marketing?

**10 MARKS**

1. Classify markets on suitable bases?

2. Explain the various approaches to the study of marketing?

3. Describe the activities involved in marketing?

4. Discuss the factors that influence the marketing mix?

5. Explain the role of marketing as an instrument of economic development in a developing

Country like India?

6. Explain the components of marketing mix?

7. Describe the chief functions of marketing managem**ent?**

**UNIT - II**

**2 MARKS**

1. What is market segmentation?

2. List out buyer motives?

3. State the important components of internal environment of business?

4. What do you mean of consumer behaviour?

5. What are the needs of environmental analysis?

6. Write the marketing system operating within dynamic environment?

7. What are the advantages of market segmentation?

8. Define market segmentation?

9. What is marketing environment?

10. What is PEST?

11. What is technological environment?

12. What is consumer behaviour?

13. Mention any four external environment factors influence marketing?

14. State the determinants of buyer behaviour?

**5 MARKS**

1. What are the major factors influencing buyer behaviour?

2. How environment is responsible for effective marketing?

3. Explain how changes in demographic environment affect marketing decisions?

4. Explain possible segmentation for toothpaste?

5. Explain the five stages of environmental analysis?

6. Explain the dynamics marketing environment?

7. State the importance of studying consumer behaviour?

8. What is the impact of studying consumer behaviour?

9. What are the components of macro marketing?

10. What are the five roles people play in buying behaviour?

11. Write short notes about market environment in detail?

12. What do you mean by buyer behaviour? Discuss the factors considered in it.

13. Why and how are market segmented? Is segmentation always necessary?

14. What is environmental analysis – Explain.

15. Explain the determinants of buyer behaviour?

16. Examine the role of low price and high quality in marketing environment?

17. What are the factors influencing consumer behaviour?

18. How do segment the market? Explain

19. Explain the concept of marketing environment?

20. What are the criteria for market segmentation?

21. How economic environment is relevant to a marketer?

22. What are uncontrollable forces of marketing environment discuss them?

23. What are the various types of Factors which influence the marketing environment?

**10 MARKS**

1. Discuss macro environment forces of a firm?

2. Explain the process of consumer buying decision?

3. Explain the flow chart of segmentation process of its advantages?

4. Briefly explain the comprehensive model of consumer decision process?

5. Describe the bases of market segmentation?

6. Explain in brief the several of marketing environment. Give the silent features of each

7. Explain the environmental forces that are internal influencing markets?

8. Enumerate the merits and demerits of segmentation?

9. What are the various kinds of segmentation?

10. What are the bases for segmentation?

11. Describe the criteria for segmenting the market?

**UNIT - III**

**2 MARK**

1. What is product planning?
2. Differentiate durable and non-Durable Goods?
3. What is meant by a product?
4. Why is pricing a very important element of marketing mix?
5. What is a product mix?
6. What are non -durable goods?
7. What are the shapes of PLC?
8. Define Product Life Cycle
9. List down the method of pricing?
10. What is cost plus pricing?
11. What is a product?
12. What is product testing?
13. What is a new product?
14. What is penetration product?
15. What is reciprocal buying?
16. Define niche marketing
17. Define skimming price
18. Define pricing
19. Define price
20. What are the factors influencing pricing?
21. What is Product Life Cycle?
22. What is branding?
23. What is packaging?

**5 MARKS**

1. Explain the component of product mix?

2. Describe the-factors affecting the pricing decision?

3. State the various objectives of pricing?

4. Explain the different stages of a product life cycle?

5. Explain break even analysis and pricing

6. What are the advantages of variable price policy?

7. What are the factors influencing pricing?

8. Explain the significance of product planning?

9. What are the determinants of price of a product?

10. What is the various level of a product?

11. Explain cost-plus pricing in detail.

12. Discuss competitor pricing method.

13. What factors account for the growing importance of product planning and development?

14. What is product mix? Why should it be changed from time to time?

15. What are the stages in the process of developing a new product?

16. Explain pricing decisions.

17. Discuss about product planning and development?

**10 MARKS**

1. Suggest the appropriate marketing strategies for each of the stages of the product life

Cycle?

2. What are the different methods of pricing a new product?

3. Write about pricing policies and its advantages?

4. Describe the methods of pricing?

5. How does PLC concept help in formulation of marketing strategy?-Discuss.

6. Discuss the factors which influencing the pricing strategy?

7. Explain the stages of product life cycle?

8. Define strategic planning and describe the

Steps in strategic planning process

**UNIT – IV**

**2 MARKS**

1. Define advertising

2. What do you meant by promotion?

3. Define promotion mix

4. Distinguish advertising from salesmanship

5. What do you mean by publicity?

6. What is the best media for advertising consumer durable goods?

7. Define promotion

8. What are the stages proposed by AIDA formula?

9. What is promotional mix?

10. What is personal selling?

11. What are the forms of advertising?

12. Define media

13. What do you understand by sales promotion?

14. What is an advertising agency?

15. State any two importance of advertising?

16. Why do we advertise?

17. What is sales forecasting?

**5 MARKS**

1. Explain the importance of channels of distribution

2. What are the advantages of personal selling?

3. Explain the factors influence media decisions?

4. What factors influencing promotion mix?

5. Define the main purpose of promotion?

6. What is the role of advertising in marketing mix?

7. What are the services rendered by the whole seller?

8. What are the formalities to be followed for the media selection?

9. Explain the factors influencing promotion mix decisions?

10. Discuss physical distribution. What are its determinants?

11. Discuss the features of sales promotion?

12. Distinguish between advertising and sales promotion

13. Explain the reasons for growing use of sales promotion in recent years

14. How do you measure advertising effectiveness?

15. Explain various channels in marketing

16. What do you understand by channels of distribution?

**10 MARKS**

1. Explain the various methods of sales promotion

2. Explain the process of personal selling

3. Define promotion decision strategy and its advertising sales promotion

4. Critically examine the role of participants in the physical distribution system

5. Describe the sales promotion strategies and practices followed by consumer goods

Manufacturing companies?

6. Explain the constituents in the marketing channels?

7. Discuss the objectives and point out the problems of advertising in India?

8. What are various factors, which must be considered while making channel decisions?

9. Is advertising promotes the marketing? Explain.

10. Discuss the importance of advertisement in modern business?

**UNIT - V**

**2 MARKS**

1. Distinguish between primary data and secondary data

2. What do you mean by service marketing?

3. Outline the fole-of marketing research

4. What are the components of service marketing mix?

5. What are the components of information system?

6. State the significance of service marketing?

7. What are the objectives of marketing research?

8. Define marketing research

9. Explain marketing research?

10. What do you mean by problem identification?

11. What are the external sources of market information system?

12. State the process of marketing research?

**5 MARKS**

1. What is the importance of marketing information system?

2. Throw light on the marketing mix for the higher education

3. Explain the characteristics of services.

4. What are the advantages of marketing research?

5. Write about the need for information the life blood of marketing?

6. What are the components of marketing information system?

7. Distinguish between services and goods?

8. Describe the scope of marketing research

9. "Marketing information benefits a form in variety of ways Explain.

10. Define service marketing mix in detail.

11. What is the significance of service marketing?

12. What do you understand by channel of distribution?

13. Explain the term outdoor advertisement

14. What are the qualities of salesman?

15. Explain the objectives of advertisement

16. Differentiated between advertisement and sales promotions

17. Explain point of purchase?

18. What are the objectives of promotion?

19. What are the objectives of personal selling?

20. What are the advantages of advertisement?

**10 MARKS**

1. What are the various stages through which marketing research in organized? Briefly

Describe them.

2. Describe the components of marketing information system?

3. Briefly describe the different steps involved in a marketing research process?

4. Discuss in detail seven P's in marketing?

5. Describe the salient features in a marketing information system?

6. What are the various factors, which must be considered while making channel decision?