

D.K.M COLLEGE FOR WOMEN (AUTONOMOUS) VELLORE

DEPARTMENT OF MANAGEMENT STUDIES

SUB: MARKETING MANAGEMENT

CLASS : III B.B.A & III B.Sc.ISM

2 MARKS QUESTIONS

1. Define Marketing?
2. Define Market?
3. What is macro-marketing?
4. What is micro-Marketing?
5. Mention the functions of marketing?
6. What are the distribution functions?
7. What is Institutional approach?
8. What is system approach?
9. What is decision making approach?
10. What is legal approach?
11. What is functional approach?
12. What is selling concept?
13. What is marketing concept?
14. Define Demarcating.
15. Define Remarketing?
16. What is over marketing?
17. What is meta-marketing?
18. What are the demographic forces?
19. What is consumer behavior?
20. What is meant by buying motives of consumers?
21. Mention the kinds of markets
22. What is market segmentation?
23. What is concentrated marketing?
24. What is product?
25. What do you understand by product mix?
26. What is tangible product?
27. What is product testing?
28. What do you understand by product plan?
29. What is product line?
30. What is product diversification?
31. What is brands name?
32. What is product standardization & simplification?

33. Mention the kinds of brand.
34. What is market targeting?
35. What is market positioning?
36. What is packaging?
37. What is labeling?
38. What is a new product?
39. What is meant by product life cycle?
40. Draw the stages of PLC
41. What is concept testing?
42. What is test marketing?
43. What is test marketing?
44. What is marketing myopia?
45. What are the basic pricing policies?
46. What is skimming pricing?
47. What is penetration pricing?
48. What is negotiated pricing?
49. What is markup pricing?
50. What is caveat emptor?
51. What is meant by price?
52. What are the factors affecting price?
53. What is a price?
54. What is markup pricing?
55. What is dual pricing?
56. What are the functions of distribution channel?
57. Define wholesaler?
58. Who is retailer?
59. Define agents.
60. What is direct selling?
61. What is direct marketing?
62. What is tale marketing?
63. What is franchising?
64. What is retailing?
65. Difference between Hire- purchase & Installment selling.
66. What is mean by physical distribution?
67. Mention the various modes of transport with an example.
68. What is warehousing?
69. What is Inventory management?
70. What is the meaning of promotion?
71. What is pulled and push strategy?
72. Meaning of advertising.

73. Mention the kinds of advertising?
74. What are the Medias are using for advertising?
75. What is advertising agency?
76. Meaning of personal selling?
77. Functions of sales management.
78. Define publicity.
79. Define strategy.
80. What is on –line marketing?
81. Who is a laggard?
82. What is resale price maintenance?
83. What is AIDA formula?
84. What do you understand by Industrial goods?
85. What is demographic segmentation?
86. Point out any 4 types of product?
87. Give 2 differences between advertising & publicity.
88. List out any 3 types of sales promotion.
89. What do you mean by product positioning?
90. What is advertisement copy?
91. What do you understand by Industrial goods?
92. What do you understand by consumer Goods?
93. What is grading?
94. What is trademark?
95. Write any 4 uses of packaging.
96. What is selling?
97. What is copyright?

Section –B

5 Marks / 10 Marks

1. What do you understand by a market?
2. Give a classification of markets.
3. What is micro-marketing? How does it differ from macro – Marketing?
4. “Marketing begins and ends with the consumer”. Discuss.
5. “Marketing is both an art as well as a science” – comment.
6. Differentiate among the consumer needs. Wants and demand for a product.
7. Explain briefly the functions of marketing.
8. Explain the role of marketing as an instrument of economic development in a developing country like India.

9. Explain the relationships between marketing and other departments.
10. How can conflicts between them be minimized?
11. Explain the objectives of marketing management.
12. Discuss the scope of marketing. How do differing orientations to business give rise to the different concepts of marketing?
13. What do you understand by managerial approach to marketing?
14. Distinguish between production concepts, product concept. Selling concept and Marketing concept.
15. What do you understand by the term societal marketing?
16. What do you mean by marketing environment? Discuss its role in developing marketing strategy.
17. What is the impact of economic and politico legal environment on marketing management?
18. Briefly analyze the macro-environment forces affecting marketing program me of Tata Motors.
19. What actors constrictive a firms micro marketing environment? Also discuss alongside marketing implications of each of the actors to a firm?
20. Explain the importance of consumer behavior in marketing. State the factors influencing it.
21. What are the major stages in the consumer buying decision process? Are all these stages used in all consumer purchase decisions?
22. What is meant by buying motives of consumers?
23. Explain the various types of buying motives.
24. What are the bases for market segmentation?
25. What will be the suitable base for the marketing of Television?
26. What is marketing mix? Describe its constituents' and importance.
27. Distinguish among the three alternative market segmentation strategies. What variables influencing marketing mix?
28. Explain the importance of marketing mix?
29. Explain market segmentation. What criteria are used for segmenting a market?
30. What is the objective of market segmentation? Is segmentation always necessary?
31. Distinguish the terms market segmentation and positioning.

32. Briefly discuss major criteria used for assessing effectiveness of market segmentation.
33. Explain any four sales forecasting techniques with their limitations.
34. Explain different concepts of a product.
35. What do you understand by product mix?
36. What do you understand by product planning?
37. What is meant by reference groups? How these groups influence buying behavior?
38. Explain the process of consumer buying decision. What are the implications of this process to a marketing Manager?
39. Distinguish between emotional and rational buying motives. What is the use of classifying buying motives?
40. Describe any three models of consumer behavior and examine their usefulness as well as limitations.
41. Briefly explain the role of attitudes in influencing the consumer behavior.
42. Differentiate industrial buying behavior from individual buying behavior with examples.
43. Discuss the factors affecting individual buying behavior of cell phones and car (you can assume any brand)
44. Explain how personal factors influence buyer's decision making process for consumer durable products?
45. Discuss the importance of market segmentation in developing a marketing strategy.
46. Why and how are markets segmented? Is segmentation always necessary?
47. What are shopping goods? How do these goods differ from convenience goods?
48. What is product positioning? Explain stages involved in product positioning process.
49. What are the recent trends available in packaging?
50. What are the essential requirements of a good package?
51. What are the criticisms of packaging?
52. Discuss the various kinds of packaging?
53. What is meant by product life cycle? Explain its stages with examples.
54. What do you understand by test marketing?
55. How does it differ from concept testing? What benefits do you expect from test marketing and concept testing? Discuss.

56. Distinguish between skimming pricing and penetration pricing.
57. What are the major factors (Internal and External) that should be taken into account developing a price policy?
58. What could be objective of pricing?
59. How do they differ from pricing strategies?
60. What is product diversification?
61. What are the pros and cons of branding and packaging?
62. What is brand name? What are its uses? What criteria are used in selecting a brand name? What is brand loyalty?
63. What are the requisites of a good package? Mention briefly the types of packages. What are the advantages of good packaging?
64. How a good brand name brings about success for a business? Briefly explain family branding and co-branding strategies.
65. Explain the concept of product positioning. Illustrate with suitable examples.
66. 'Packaging acts as a silent salesman.' Do you agree?
67. Explain the concept of product mix, product line, and product width, length, depth and consistency with help of an example.
68. Discuss the functions of packaging.
69. Explain consumer and industrial goods.
70. Explain the difference between brand and trademark.
71. Discuss the factors affecting promotion mix.
72. Discuss major tools of promotion. How does a marketer develop and manage a communication campaign?
73. Analyze the distinctive features of the various elements of promotion mix. Illustrate with suitable elements.
74. Explain the role of promotion in marketing.
75. Examine the pull and push efforts in marketing communications.
76. "Advertising and sales promotion are complementary to personal selling as tools of promotion" Comment.
77. Explain the objectives of advertising. How does advertising persuade a buyer?
78. "Advertising is wasteful". Do you agree? Give reasons.
79. Discuss the characteristics of an effective advertisement.
80. What is advertising media? What is media planning?

81. Explain the factors that should be considered in the choice of advertising media.
82. Discuss briefly the uses of advertising. What is its limitation?
83. Evaluate the importance of pricing in a marketing programme. What are the typical Pricing Methods?
84. What is marginal cost pricing? Under what conditions is it desirable to use this pricing strategy?
85. Discuss the various pricing policies.
86. What factors influence channel decisions?
87. Describe the channel most used for services.
88. What are departmental stores and Multiple stores? What are their merits and
89. Demerits?
90. "Direct Marketing is growing steadily in recent years". Comment.
91. What are the functions performed by intermediaries?
92. Discuss various types of store and non-store based retailing methods.
93. What are the functions of marketing channels?
94. Explain the objectives of physical distribution.
95. Explain the significance and functions of physical distribution.
96. Discuss the role of middlemen in physical distribution.
97. Explain the objectives of promotion.
98. Describe the elements of promotion mix with suitable examples.
99. Enumerate the advantages of arranging training facilities for salesmen and state the types of training you would recommend for salesmen of a company manufacturing medicines?
100. Mention the factors for compensation plans for salesmen?
101. Describe some of the methods for compensating the sales force.
102. What are the different stages of sales process?
103. Explain AIDA model. Also explain its relevance to advertising and personal selling.
104. Describe the functions of sales promotion.
105. What are sales promotion methods?
106. What is publicity? Explain its role as a promotion tool.
107. Define public relation and explain its role.

108. How sales promotion differs from advertising? What are the tools and techniques of sales promotion?
109. What are the problems in sales promotion?
110. Explain the various phases available for new product development process.
111. While designing the advertising copy, what factors would you consider?
112. What are the essentials of a good copy of an advertisement? Explain the steps in preparing the advertisement copy.
113. What is an advertising Agency? What functions are performed by such agencies?
114. What is the significance of advertising for marketing a product? Explain different elements of advertising copy.
115. Describe the importance of personal selling.
116. Explain the process of personal selling.
117. Describe the characteristics of a successful sales person.
118. Discuss nature and importance of personal selling.
119. What is the necessity of training salesmen? Explain different methods of training salesmen.
120. Explain the different methods of controlling salesmen.
121. Discuss the role of personal selling in the marketing mix.
