

D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1.

15CPS4B-MARKETING AND ADVERTISING (II B.SC PSYCHOLOGY)

QUESTION BANK

UNIT-I MARKETING AND ENVIRONMENT

SECTION-A 2 Marks

1. Define marketing
2. Who is a buyer?
3. Who is a marketer?
4. What are referred as goods?
5. What is a service?
6. Name few marketing management tasks.
7. What are micro environment?
8. What are macro environment?
9. Name few demographic factors.

SECTION-B 5 Marks

1. Define marketing and its scope.
2. What are the different marketing management tasks?

SECTION-C 10 Marks

1. What are the micro environmental factors?
2. What are the macro environmental factors?
3. What's the company's orientation towards the marketplace?

UNIT-II INDUSTRIAL MARKET SEGMENT AND TARGET MARKET

SECTION-A 2 Marks

1. Define market segment.
2. What is mass marketing?
3. What's segment marketing? Give an example.
4. What's niche marketing? Give an example
5. Define local or neighborhood marketing with an example.
6. What's individual marketing or customization marketing?
7. Name the three patterns of market segmentation.
8. What's market target?
9. What's industrial market?

10. Write the difference between industrial VS consumer marketing.
11. Name the major influencer of industrial buying decision.
12. What's a purchase?
13. What does mean by purchasing orientation?

SECTION-B 5 Marks

1. Explain the levels of market segment.
2. What are the patterns of market segmentation?
3. Elaborate the types of industrial marketing.
4. Write a note on major influencers of industrial market.
5. Give a short note on types of purchasing process.
6. What are the types of purchasing processes?

SECTION-C 10 Marks

1. Elaborate the bases for markets segmentation.
2. Brief the process of market target with diagram
3. Elaborate the bases for segmenting industrial market.

UNIT-III THE MARKETING MIX FACTOR

SECTION-A 2 Marks

1. Define a product.
2. What is product strategy?
3. What is an augmented product?
4. Name the five levels of product.
5. What are durable goods?
6. What are the classifications of consumer goods?
7. What are the types of industrial goods?
8. What is product hierarchy?
9. Define product mix.
10. What are the four dimensions of product mix?
11. What does product width refers to?
12. What does product length refers to?
13. What does product depth refers to?
14. What is a product line?
15. What is a brand?
16. What are the three c's of branding?
17. Define packaging.

18. What are the three types of packaging?
19. Define PLC.
20. Define services. Name few service industries.
21. What are the three types of marketing in service industry?
22. Expand MPSS and explain.
23. Define a price.

SECTION-B 5 Marks

1. Explain the product levels.
2. Explain product hierarchy
3. Explain the four dimensions of product mix decision.
4. Write a note on branding
5. Write a note on packaging
6. Write a note on labeling
7. Discuss the marketing strategies for service firms.
8. What is MPSS and it can be done through?

SECTION-C 10 Marks

1. Explain in detail about product classification.
2. Enumerate product mix, its decision and pricing.
3. Explain PLC
4. Discuss the nature of services
5. Discuss the steps involved in developing pricing strategies.

UNIT-IV DISTRIBUTION AND PROMOTION

SECTION-A 2 Marks

1. What's a market channel?
2. Who are the intermediaries involved in distributing market channel?
3. What is push strategy?
4. What is pull strategy?
5. What is mean by channel levels?
6. What the levels of consumer and industrial market channel?
7. What are the three types of channel integration system?
8. Define promotion
9. What is personal selling?

10. Define sales promotion.
11. Define public relation
12. Define direct marketing.
13. Name few types of direct marketing.
14. What is telemarketing? Give an example.
15. What is industrial marketing? Give an example.
16. What is couponing?
17. Name the types of sales promotion tools.
18. What is a sales force?

SECTION-B 5 Marks

1. Explain push and pull strategy.
2. Write the flows of consumer market channel
3. Write the flows of industrial market channel.
4. What are the steps involved in channel decision support system?
5. Write a note on principles of personal selling.
6. Write a note on sales promotion and its type.
7. Write a note on direct marketing.
8. Write a note on public relation.
9. What are steps involved in sales force and how to manage sales force?

SECTION-C 10 Marks

1. Discuss promotion mix
2. Elaborate channel dynamics or integration system.
3. What are the steps involved in channel management decision?

UNIT-V ADVERTISING

SECTION-A 2 Marks

1. Define marketing
2. Name the five M's of marketing.
3. What is meant by point of purchase?
4. Name the three methods of pretesting.
5. Define market research and name the two methods of market research
6. Define MIS
7. Name the components of MIS
8. What is marketing intelligence system?
9. Define MDSS and its two components.

SECTION-B**5 Marks**

1. How to evaluate market effectiveness?
2. Write a note on market research.

SECTION-C**10 Marks**

1. Explain the steps involved in developing and managing an advertising program.
2. Explain the steps involved in deciding on media
3. Explain MIS and its components.
