

## **BA5207 MARKETING MANAGEMENT**

### **IMPORTANT QUESTIONS AND QUESTION BANK**

#### **UNIT-I INTRODUCTION**

##### **2-Marks**

1. What is marketing management?
2. What is the important of human relations management in marketing?
3. Write any two benefits of scamming the marketing environment?
4. Differentiate consumer needs and wants?
5. Definition of marketing management?
6. What are the core concepts of marketing?
7. What are marketing channels?
8. What is supply chain?
9. What is the competition?
10. What is opportunity cost?
11. What are the functions of exchange?
12. What is the nature of marketing?
13. What are the functions of exchange?
14. What are the functions of physical distribution?
15. Differentiate consumer needs and wants?
16. What is the importance of Human Relation Management in marketing?
17. What is value creation?
18. What is production concept?
19. New technology creates new opportunities for marketers-outline.
20. Write about the evolution of marketing.

##### **13-Marks**

1. Explain the core concepts of marketing?
2. Explain the nature of marketing.
3. Explain the scope of marketing.
4. What is the function of marketing?
5. Explain the evolution of marketing management.
6. Explain in detail about role of marketing.
7. Marketing concepts/philosophy in detail?
8. Detail about marketing and other functions?
9. Explain the marketing environment.
10. Discuss about global marketing.
11. Explain the deciding how to enter markets?
12. Explain in detail about Trends in marketing.
13. Give the global marketing advantages and disadvantages.

14. How does environmental intervention affect the marketing system? Explain?
15. Explain the prospects and challenges of marketing in the present global environment?
16. What is management information system and give its role in marketing management.
17. Describe the components in which marketing activities interface with finance department.
18. Forces in the internal environment of the company are controllable-explain?
19. What is meant by "utility in the content of marketing"?
20. Why do companies undertake selling in the foreign country? What is the scope of holistic marketing?

### **UNIT-II MARKETING STRATEGY**

#### **2-Marks**

1. What is marketing strategy?
2. State the different forms of competition.
3. Mention the strategies employed in consumer durable marketing?
4. What is the nature of strategic management?
5. Strategic marketing decision process?
6. What are the market challenger strategies?
7. What are the market leader strategies?
8. What is the market-followers strategy?
9. What is Nicker's strategy?
10. What are the rivalry strategies?
11. What are the grown strategies?
12. What consolidation strategies?
13. Describe functional strategies?
14. Definition of consumer products?
15. What are the specialty goods?
16. What is B2B marketing?
17. Briefly explain flank attack strategy?
18. Explain the term product.
19. Examine word of mouth strategy?
20. Define service marketing.

#### **13-Marks**

1. Explain in detail about key drivers of marketing strategies?
2. Explain the strategies for consumer products?
3. Explain the characteristics features of consumer products?
4. Classification of consumer products?

5. Explain goods can also be classified as?
6. Explain the marketing plan for various types of consumer goods?
7. Explain the marketing of services?
8. Explain in detail about marketing strategies for industrial goods?
9. Explain the service mix?
10. Explain the price mix?
11. Competitor Analysis in detail?
12. Write the porter five force Analysis?
13. Explain market targeting strategies?
14. Explain various strategic marketing mix components?
15. Describe the salient features methodology and challenges of services marketing?
16. Explain the importance and functions of marketing mix in development of effective marketing strategies.
17. What are the distinctive features of service marketing? Elaborate the importance of additional marketing mix elements appropriate for the services marketing.
18. Under what circumstances purchasing decision of industrial customers are irrational? Explain with an example.
19. What are the elements of the strategic marketing mix- explain?
20. What is the difference between consumer markets and industrial markets?

### UNIT-III MARKETING MIX DECISIONS

#### 2-Marks

1. Write introduction to product management?
2. What are objectives of produce management?
3. Definition of produce planning.
4. What are the elements of produce planning?
5. What is the level of product?
6. What are the convenience products?
7. What are the shopping products?
8. What is the unsought product?
9. What is brand?
10. What are the specialty products?
11. What is the use of a successful brand?
12. What are brand Extensions?
13. What is brand repositioning?
14. Name the three major activities involved in target marketing?
15. What is Niche marketing?
16. Give the role of communication channel management in product positioning.
17. Define market segmentation with examples
18. What is product planning and development?
19. What functions marketing channel perform?
20. Define sales promotion and its objectives.

### 13-Marks

1. Explain the features of product?
2. Explain in detail about product classification-consumer goods.
3. There are certain basic categories of brand or corporate name?
4. Explain the brand strategy?
5. What is packaging? Reasons for the development of packaging?
6. Explain in detail about product lifecycle.
7. Explain the lifecycle length?
8. Explain the managing the product mix throughout the product lifecycle?
9. Explain the new product development and management?
10. Detail about the concepts of channel management?
11. What are the factors influencing channel decisions?
12. What are the types of marketing channels?
13. What is promotion? Explain the promotion methods?
14. Discuss the various method and objectives for pricing?
15. Explain the different methods available for sales promotion in marketing with example?
16. Describe the various stages of Product life Cycle and relevant marketing with examples
17. What are the objectives of product planning?
18. Describe in multichannel distribution strategy in detail.
19. List out direct channel of distribution used by marketers.
20. What are the qualities of a good salesmanship?

### UNIT-IV BUYER BEHAVIOUR

### 2-Marks

1. Definition of buyer behaviour?
2. What is layer behaviour?
3. Describe consumer buying behaviour models?
4. What is the Nicosia model?
5. What are buyer characteristics?
6. What are market structure and demand?
7. What is Ease of purchase?
8. What is customer service?
9. What do you mean by variety seeking behaviour?
10. Defines value.
11. In terms of online-buyer behaviour what is show rooming and what is webrooming?
12. Give the difference between industrial and individual buying behaviour?

13. List the factors that influence individual buying behaviour?
14. What are the levels of consumer decision-making?
15. Definition of industrial markets?
16. What is business buyer behaviour?
17. How the internet is influencing the consumer behavior?
18. What is customer churn?
19. Define social class.
20. How can companies increase customer loyalty?

### 13-Marks

1. Explain the black box model.
2. Explain the Nicosia model.
3. Explain in detail about characteristics of industrial markets in detail?
4. Explain the types of buying decision?
5. Explain the customer expectations versus delivered quality?
6. Explain the customer service?
7. Explain the Ease of Exit?
8. Explain in detail about requisites for effective Acquisition.
9. Explain the process of acquisition.
10. Why customer retention preferred?
11. Retention strategy in detail?
12. Explain the satisfaction in the retention process?
13. Why do companies measure consumer satisfaction?
14. Describe and classify various types of buyer behaviour models?
15. Explain in detail the fundamentals of customer relationships management
16. What is CRM? How do you build and measure customer satisfaction?
17. What are the environmental and individual factors that influence industrial buyer behavior?
18. What do you infer from the learning model of consumer of consumer behavior?
19. What is the limitation of CRM?
20. List the types of customer relationship management (CRM).

### UNIT-V MARKETING RESEARCH & TRENDS IN MARKETING

#### 2-Marks

1. What is Green Marketing Myopia?
2. What is causes-related marketing?
3. Definition marketing information system?
4. What are the characteristics of marketing information?
5. What are designing MIS?

6. What are the different types of marketing research?
7. What is marketing research?
8. What are marketing research process?
9. What are the advertising strategy research?
10. What is creative concept research?
11. What is the pre-testing?
12. What is customer driven organization?
13. What is cause related marketing?
14. What is Niche market?
15. Give the scope of online marketing?
16. Define the system.
17. What are the elements of research report?
18. Explain market intelligence.
19. Analyse focus group research.
20. Briefly examine the term consumerism.

### 13- Marks

1. Explain the characteristics marketing information system?
2. What is marketing research? Explain the objectives of marketing research?
3. Explain the marketing research process?
4. Explain the elements of research report?
5. Explain the advertising & promotion research?
6. Explain the functions of marketing research?
7. Explain in detail about the scope of consumer research?
8. Explain the concept in marketing research?
9. Detail about the characteristics of stages in customer driven organization?
10. Explain the online advertising options?
11. Explain the online marketing techniques?
12. Explain framework of analysis for marketing Analysis?
13. Explain the Trends in marketing?
14. Explain the concept and types of marketing research and their role in product development?
15. Describe the role guidelines and regulations of marketing ethics in global markets?
16. Discuss the application of marketing research.
17. Evaluate why mass communication is important in business?
18. What are the barriers to online buying by consumers?
19. Explain in detail about Digital marketing communication.
20. Discuss the advantages and disadvantages of advertisement and sales promotion.

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