



DEPARTMENT OF COMMERCE
**QUESTION BANK FOR B COM (Computer Application &
Taxation) Semester III**
MARKETING MANAGEMENT

MODULE I INTRODUCTION TO MARKETING MANAGEMENT
COI Outline the principles of marketing management.
(Understand Level)

SECTION A

1. Explain USP?
2. Define "Marketing".
3. Explain perfect market?
4. Relate standardization with grading?
5. Define Marketing Management.
6. Summarize monopolistic market?
7. Interpret 4 P's in marketing?
8. Summarize product positioning?
9. Outline STP?
10. Outline Pestle?
11. Illustrate market segmentation?
12. Outline niche marketing?
13. Summarize targeting?
14. Explain marketing Myopia?

SECTION B

15. Explain the concepts of marketing.

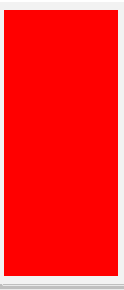


16. Compare between traditional marketing and modern marketing.
17. Explain the scope of modern marketing.
18. Summarize the supporting functions of marketing.
19. Explain the holistic marketing concept.
20. Compare 4Ps and 4Cs of marketing mix
21. Explain the factors determine marketing mix.
22. State the importance of marketing mix.
23. Outline the levels of market Segmentation.
24. Summarize Market Segmentation process?
25. Scrutinize Market positioning strategies?
26. Interpret the types of market targeting in detail.
27. Summarize the criteria for effective market segmentation.
28. Marketing starts and ends with customers. Comment

SECTION C

29. Explain in detail the classification of markets.
30. Outline the nature and scope of modern marketing.
31. Summarize the Evolution of marketing
32. Explain marketing environment in detail.
33. Explain the marketing functions in detail.
34. Explain Basis of market segmentation and criteria for effective segmentation?
35. Interpret the role of marketing in economic development.

MODULE 2 PRODUCT MIX
CO2- Experiment with the concept of product mix.
(Apply Level)



SECTION A

1. Identify the levels of product.
2. Outline white goods.
3. Explain PLC?
4. Explain Co-branding.
5. Define trademark
6. Outline concept testing.
7. Compare product width and product depth.
8. Outline corporate branding.
9. Summarize product standardization?
10. Relate hard-core loyal, split loyal, shifting loyal and switchers.
11. Summarize labelling.
12. Compare between family branding with individual branding.
13. Summarize test marketing?
14. Compare trading up with trading down?
15. Summarize product line

SECTION B

16. Explain different types of consumer product.
17. Identify the levels of products.
18. Explain the dimensions of product mix.
19. Summarize the reasons for a new product.
20. Identify the characteristics of good brand.
21. Explain the test marketing methods.
22. Identify the need for product development.
23. Outline the concept of packaging? Explain the functions of packaging.
24. Explain product mix strategies.



25. Outline the concept of product labeling? Explain the types of labels.
26. State the objectives of branding.
27. Summarize trademark? Explain the need and importance of trademark.
28. Outline the key elements of brand equity.
29. Explain the utility of PLC concept.
30. Explain briefly the new development process.
31. Summarize the 7 Ps of service marketing

SECTION C

32. Explain new product development and its stages?
33. Briefly Sketch Product life cycle
34. Explain the types of brands.
35. Develop Product mix strategies?
36. Summarize branding? Explain the advantages and disadvantages of branding.

MODULE 3 PRICE MIX

CO3 Recognize the concept of price mix. (Analyze Level)

SECTION A

1. Define pricing.
2. Explain price leadership?
3. Outline predatory pricing?
4. Estimate Cost plus pricing strategies.
5. Summarize Break even point pricing?
6. Explain Competitive pricing?
7. List the Promotional pricing strategies?



8. Summarize Value pricing?
9. Correlate discount and allowance pricing?
10. Explain BOGOF?

SECTION B

11. Explain the importance of pricing.
12. Explain the merits and demerits of value based pricing.
13. Explain the psychological pricing strategies.
14. Differentiate between cost based and Demand based pricing.
15. Outline Resale Price Maintenance? Explain its objectives.
16. Explain the different types of competition oriented pricing
17. Explain the steps in formulating pricing
18. Appraise the introduction pricing strategies
19. Correlate physiological pricing strategies

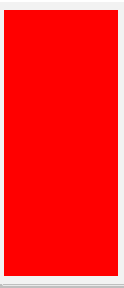
SECTION C

20. Define Pricing. Explain in detail the types of pricing methods.
21. Outline pricing strategy? Discuss in detail the various types of pricing strategies
22. Explain pricing with its objectives. Critically analyze the role of pricing in marketing strategy.
23. State pricing? Explain the importance and factors affecting pricing decision.

MODULE 4 PHYSICAL DISTRIBUTION MIX **CO4 Identifying the aspect of physical distribution.** **(Apply Level)**

SECTION A

1. Explain Physical distribution mix?
2. Define logistics?



3. Summarize supply chain management?
4. Define SCM.
5. Outline reverse logistics?
6. Illustrate distribution channel.
7. Explain retailing? Also explain, who is a retailer?
8. Compare downstream and upstream logistics.

SECTION B

9. Explain factors affecting choice of channel of distribution?
10. Explain channels of distribution and types of channels?
11. Differentiate between logistics and supply chain management.
12. Define logistics. Also explain the logistics mix.
13. Identify the channels of distribution. Also explain the types of channels.
14. Correlate inbound and outbound logistics

SECTION C

15. Explain retail marketing and its types.
16. Elucidate direct marketing its merits and demerits?
17. Outline channels of distribution. Discuss the important factors affecting the choice of a channel of distribution.
18. Classify the different types of channels. Also explain the functions of intermediaries in the distribution channel

MODULE 5 RECENT TRENDS IN MARKETING
CO5 Examine the recent trends in marketing.
(Analyze Level)



SECTION A

1. Appraise social marketing and its objectives?
2. Outline online marketing?
3. Summarize green marketing?
4. Explain relationship marketing.
5. Explain viral marketing?
6. Examine synchro marketing?
7. Identify De marketing strategy?

SECTION B

8. Explain advantages of Relationship marketing?
9. Interpret application of internet in marketing and its advantages?
10. Explain green marketing in detail?
11. Explain the elements of modern marketing.
12. Outline telemarketing? Explain its advantages.
13. Define online marketing? Explain the types of online marketing.

SECTION C

14. Explain green marketing and benefits features?
15. Enumerate internet marketing along with its application and its advantages?
16. Examine tele-marketing in detail?
17. Discuss in detail the recent trends in marketing.
18. Outline guerilla marketing. Describe the features, major advantages and disadvantages of guerilla marketing.