

SAINTGITS COLLEGE OF APPLIED SCIENCES

PG DEPARTMENT OF COMMERCE

QUESTION BANK

Semester III

Marketing Management

Section A

1. What is market?(CO1)
2. Define " Marketing".(CO1)
3. What is perfect market?(CO1)
4. What do you mean by standardization and grading?(CO1)
5. Define Marketing Management.(CO1)
6. What is meant by monopolistic market?(CO1)
7. What are the 4 P's in marketing?(CO1)
8. What is product positioning?(CO1)
9. What is STP?(CO1)
10. Explain Pestle?(CO1)
11. Explain 4Ps?(CO1)
12. What is market segmentation?(CO1)
13. What is niche marketing?(CO1)

Module 2

14. Explain the levels of product.(
15. What do you mean by white goods.
16. What is meant by PLC?
17. What do you mean by Co-branding.
18. Define trademark.
19. What is meant by concept testing.
20. Distinguish between product width and product depth.
21. What is meant by corporate branding.

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22. What do you understand by product standardisation?
 23. Explain hard-core loyals,split loyals,shifting loyals and switchers.
 24. What is meant by labelling.
 25. Distinguish between family branding and individual branding.

MODULE 3

26. Define pricing.
27. What do you mean by price leadership?
28. What is meant by predatory pricing.
29. What is meant by BOGOF?
30. What is meant by charm pricing?
31. What is meant by premium pricing?What is meant by prestige pricing?

Module-4

32. Define Physical distribution mix?
33. Define logistics?
34. What is supply chain management?
35. Define SCM.
36. What is meant by reverse logistics?
37. What is meant by distribution channel.
38. What do you mean by retailing? Also explain, who is a retailer?

Module-5

Define social marketing and its objectives?

39. What is online marketing?
40. What is green marketing?
41. Explain relationship marketing.
42. What is meant by viral marketing?
43. What is meant by synchro marketing?
44. What is meant by demarketing?

Section B

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45. Explain the concepts of marketing.(CO1)
 46. Compare between traditional marketing and modern marketing .(CO1)
 47. Explain the scope of modern marketing.(CO1)
 48. Summarize the supporting functions of marketing.(CO1)
 49. Explain the holististic marketing concept.(CO1)
 50. Explain 4Ps and 4Cs of marketing mix(CO1)
 51. Explain the factors determine marketing mix.(CO1)
 52. State the importance of marketing mix.(CO1)
 53. Explain the levels of market Segmentation.(CO1)
 54. Explain Market Segmentation process?.(CO1)
 55. Explain Market positioning strategies?.(CO1)
 56. Explain the types of market targeting in detail.(CO1)
 57. Explain the criteria for effective market segmentation.(CO1)
 58. Marketing starts and ends with customers. Comment (CO1)

Module 2

59. Explain different types of consumer product.(CO2)
60. Explain the levels of products .(CO2)
61. Explain the dimensions of product mix. (CO2)
62. summarise the reasons for a new product. (CO2)
63. Identify the characteristics of a good brand. (CO2)
64. Explain the test marketing methods . (CO2)
65. Explain the need for product development. (CO2)
66. What do you mean by packaging? Explain the functions of packaging. (CO2)
67. Explain product mix strategies. (CO2)
68. What is product labeling? Explain the types of labels.
69. State the objectives of branding. (CO2)
70. What is a trademark? Explain the need and importance of trademarks.
71. Outline the key elements of brand equity.(CO2)
72. Explain the utility of PLC concept.(CO2)
73. Explain briefly the new development process.(CO2)

MODULE 3

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74. Explain the importance of pricing.
 75. Explain the merits and demerits of value based pricing.
 76. Explain the psychological pricing strategies.
 77. Differentiate between cost based and value based pricing.
 78. What is Resale Price Maintenance? Explain its objectives.
 79. Explain the different types of competition oriented pricing.
 80. Explain the steps in formulating pricing.

Module-4

81. Explain factors affecting choice of channel of distribution?
82. Explain channels of distribution and types of channels?
83. Differentiate between logistics and supply chain management.
84. Define logistics. Also explain the logistics mix.
85. What do you mean by channels of distribution? Also explain the types of channels.

Module-5

86. Explain Advantages of Relationship marketing?
87. Explain Application of the internet in marketing and its advantages?
88. Explain green marketing in detail?
89. Explain the elements of modern marketing.
90. What is telemarketing? Explain its advantages.
91. What is online marketing? Explain the types of online marketing.

Section C

92. Explain the role of marketing in economic development. (CO1)
93. Explain in detail the classification of markets. (CO1)
94. Explain the nature and scope of modern marketing. (CO1)
95. Explain the Evolution of marketing (CO1)
96. Explain the marketing environment in detail. (CO1)

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97. Explain the marketing functions in detail. (C01)
 98. Explain Basis of market segmentation and criteria for effective segmentation? (C01)

Module 2

99. Explain new product development and its stages? (C02)
100. Explain Product life cycle in detail ? (C02)
101. Explain the types of brands. (C02)
102. What is PLC? Explain the various stages in PLC and its features (C02)
103. What is branding? Explain the advantages and disadvantages of branding. (C02)

MODULE 3

104. Define Pricing. Explain in detail the types of pricing methods.
105. What is pricing strategy? Discuss in detail the various types of pricing strategies
106. Explain pricing with its objectives. Also explain the role of pricing in marketing strategy.
107. What is pricing? Explain the importance of pricing. Also explain the factors affecting pricing decisions.
108. Explain resale price maintenance with its objectives and types. Also describe the advantages and disadvantages of resale price maintenance.

Module-4

109. Explain retail marketing and its types.
110. Explain direct marketing its merits and demerits?
111. Explain channels of distribution. Discuss the important factors affecting the choice of channel of distribution.

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112. Explain the different types of channels. Also explain the functions of intermediaries in the distribution channel.

Module-5

113. Explain green marketing and benefits features?
114. Explain internet marketing along with its application and its advantages?
115. Explain tele marketing in detail?
116. Discuss in detail the recent trends in marketing.
117. Explain guerilla marketing. Describe the features, major advantages and disadvantages of guerilla marketing.