**MARKETING MANAGEMENT**

**UNIT-I**

**2 MARKS**

1. Define ‘marketing’.
2. What is ‘packing’?
3. Define ‘buying’.
4. What is ‘standardisation’?
5. Define ‘selling’.
6. What is market?
7. What is exchange?
8. Write any external environmental variables.
9. What is external environment?
10. What do you mean by direct marketing?
11. What is primary market?
12. What is secondary market?
13. Write the modern definition of marketing.
14. What are the needs of environmental analysis?
15. Write the marketing strategies.
16. State the meaning of marketing process.
17. What is national market?
18. Define international market.
19. What do you mean by regional market?
20. What is meant by local market?
21. What is spot market?
22. What is future market?
23. What do you mean by primary market?
24. What is meant by secondary market?
25. What is meant by produce exchange market?
26. What do you mean by terminal market?
27. What is manufactured goods market?
28. What do you mean by bullion market?
29. What is perfect market?
30. What is retail market?
31. What is meant by imperfect market?
32. What is industrial market?
33. What is meant by wholesale market?
34. What do you mean by internal environment?
35. What is external environment?
36. What is meant by micro environment?
37. What is macro environment?
38. What is meant by demographic environment?
39. What do you mean by economic environment?
40. What is physical environment?
41. What is technological environment?

**5 MARKS**

1. What are the new concepts of marketing?
2. What are the differences between sales and marketing executives?
3. Explain the five stages of environmental analysis.
4. Explain the dynamic marketing environment.
5. Explain the importance of marketing.
6. What are the modern marketing concepts?
7. What are the classifications of geographical areas?
8. Explain the classifications of commodities market.
9. Discuss the classification to nature and degree competition.
10. Explain the nature of marketing.
11. What are the other functions of marketing?
12. What are the approaches of marketing?
13. What is the traditional marketing concept?
14. Explain the modern marketing concept.
15. What is the significance of modern marketing concept?
16. Explain the objectives of marketing management.
17. What are the processes of marketing management?
18. Explain the characteristics of marketing environment?
19. What are the internal environments of marketing?
20. What are the external environments of marketing?

**10 MARKS**

1. Write about new concepts of marketing with segment depends of relationship and strategic marketing.
2. Classify markets on suitable bases.
3. Discuss macro environmental forces of a firm
4. What are the objectives of business firm?
5. Discuss the fundamentals of managerial economics.
6. What are the classifications of markets?
7. Discuss the various functions of marketing?
8. Explain the role of marketing in economic development.
9. What are the characteristics of modern marketing concept?
10. What are the differences between traditional and modern concept of marketing?
11. What is marketing concept? Factors influencing marketing concept?
12. Discuss the types of marketing environment.
13. Enumerate the types of macro environment.
14. Explain analyzing needs and trends in macro & micro environment.

**UNIT-II**

**2 MARKS**

1. Define market segmentation.
2. What is single segmentation?
3. What is meant by micro marketing?
4. What do you mean by individual marketing?
5. What is segment market?
6. What is niche marketing?
7. What is meant by local marketing?
8. Define geographic segmentation.
9. What is demographic segmentation?
10. What is meant by psychographic segmentation?
11. What is behavioural segmentation?
12. Define buyer behaviour.
13. What is buying process?
14. What is meant by consumer behaviour?
15. What is systematic process?
16. What is production policies
17. What is meant by pricing policies?
18. What do you mean by market and demand based pricing?
19. What is monopolistic competition?
20. What is new product pricing?
21. What do you geographic pricing strategy?
22. What is cash and settlement discounts?
23. What is meant by promotional discounts?
24. What is product?
25. Define industrial goods.

**5 MARKS**

1. What are the needs for segmenting markets?
2. Explain the levels of market segmentation.
3. What are the factors influencing market segmentation?
4. Explain the benefits of market segmentation.
5. What are the advantages of market segmentation?
6. What are the limitations of market segmentation?
7. Explain the importance of buyer behaviour.
8. What is the mention to pricing strategies?
9. Explain the new product pricing strategies.
10. What is the promotional pricing strategy?
11. What are the techniques to discriminatory pricing strategy?
12. What are the factors influencing change in product mix?
13. Discuss resale price maintenance.
14. Explain the product line pricing.

**10 MARKS**

1. Explain the basic for segmenting consumer markets.
2. Discuss the sound marketing segmentation.
3. Write short note on:
4. Psychographic segmentation
5. Behavioural segmentation
6. Demographic segmentation
7. What is consumer behaviour? Nature of buyer behaviour.
8. Explain the types of discounts.
9. Explain the eight situations of product mix pricing strategy.
10. How product planning ensure profitability of the product?

**UNIT-III**

**2 MARKS**

1. Define marketing mix.
2. What is meant by marketing mix?
3. What is place?
4. What is promotion?
5. What is product?
6. What is price?
7. What do you mean by utility of marketing mix?
8. What is meant by brand policy?
9. What is packaging policy?
10. Define product.
11. What are the any two characteristics of product?
12. What are consumer products?
13. What is meant by convenience products?
14. What do you mean by shopping products?
15. What is meant by speciality products?
16. What is unsought product?
17. What are industrial goods?
18. What is pleasing product
19. What is deficit product?
20. What is meant by salutary products?
21. What are desirable products?
22. Define product line.
23. Define product levels.
24. What is product life cycle?
25. Define product life cycle.
26. What is growth phase?
27. Define maturity phases.
28. What do you mean by decline phase?
29. What is product planning?
30. Define product planning.
31. Define pricing.
32. What is premium pricing?
33. What is skimming pricing?
34. What is meant by penetration p[rice?
35. What is discriminatory pricing strategy?
36. What is psychological pricing?
37. What is meant by demand pricing?
38. What do you good value pricing?
39. What is meant by value added pricing?
40. What is affordability based pricing?
41. What is prestige based pricing?
42. What is completion- oriented pricing?

**5 MARKS**

1. What are the characteristics of marketing mix?
2. Explain of utility of marketing mix.
3. What characteristics of product life cycle need to be studied?
4. What are the characteristics of products?
5. Define product. Of based on consumer’s intention.
6. What are the factors influencing change in product mix?
7. What are the product mix strategies?
8. Explain characteristics of product life cycle.
9. Explain managing the product in PLC strategies in different phase of PLC.
10. What is factors affecting the life cycle of a product?
11. What are the characteristics of product planning?
12. Explain the objectives of pricing.
13. What is the importance of product planning?
14. Explain the other pricing methods.
15. What is prising strategies? Type of pricing strategies.
16. What are the importance of pricing?

**10 MARKS**

1. Discuss the four products of marketing mix.
2. Explain the factors affecting marketing mix.
3. Enumerate new product development.
4. What is product? Explain the benefits of product?
5. Discuss the classification of product life cycle.
6. Explain the levels of product.
7. Discuss about the product life cycle.
8. Explain utility of product life cycle.
9. Define product planning. Discuss objectives of product planning.
10. What are the elements of products planning?
11. What is pricing? What are the concepts of price mix?
12. Explain the factors influencing pricing policy.
13. Discuss the methods of pricing policies.

**UNIT-IV**

**2 MARKS**

1. Define marketing channels.
2. What route (or) pathway?
3. What is flow of goods?
4. What is meant by time utility?
5. What do you mean by convenience value?
6. What is possession value?
7. What is meant by marketing tools?
8. What is supply-demand linkage?
9. Who is producer?
10. Who is wholesaler?
11. Who is retailer?
12. What is demand and supply?
13. What do you mean standardizing transactions?
14. Who is a seller?
15. What is two-level channel?
16. What is three-level channel?
17. What is four-level channel?
18. What do you mean by physical distribution?
19. Who is an agent?
20. What is a semi wholesaler?
21. What is marketing place?

**5 MARKS**

1. What are the characteristics of marketing channel?
2. Explain the channel members of marketing channel.
3. What are the typical indirect channels of distribution?
4. Explain hybrid marketing system.
5. Explain the functions of producer?
6. What are the functions of wholesaler?
7. What are the functions of retailer
8. What are the types of intermediaries?
9. Explain the elements of physical distribution.
10. What are the importances of physical distribution?
11. Explain the formulating distribution strategy.

**10 MARKS**

1. What is marketing channel? Explain need for marketing channel.
2. Discuss the functions of marketing channel.
3. Explain factors influencing channel decisions.
4. Define physical distribution. What are its determinants?
5. Write short notes on: (i) retailer (ii) wholesaler (iii) producer
6. Explain the objectives of physical distribution.
7. Discuss the need for distribution management.

**UNIT-V**

**2 MARKS**

1. Define promotion mix.
2. What is consumer promotion?
3. What is middlemen promotion?
4. What is meant by sales force promotion?
5. What is free distribution of samples?
6. What are coupons?
7. Define sales promotion.
8. What is meant by personal selling?
9. Define personal selling.
10. What is pre-sale preparation?
11. What is prospecting?
12. Define advertising.
13. What do you mean by advertising?
14. What is newspaper advertising?
15. What is meant by television advertising?
16. What is radio advertising?
17. What is out door advertising?
18. What is direct mail advertising?
19. What is web internet advertising?
20. Define advertising media.
21. What is meant by consumer advertising?
22. What is industrial advertising?
23. What is trade advertising?
24. What is meant by professional advertising?
25. What is publicity?
26. What are public relations?
27. Define publicity.

**5 MARKS**

1. What are the characteristics of promotion?
2. Explain the importance of sales promotion?
3. What are the objectives of promotion?
4. Explain the characteristics of advertising?
5. What is the role of advertising?
6. Explain the major types of advertising media.
7. Explain the strengths of advertising.
8. What are the functions of personal selling?
9. Discuss the process of personal selling.
10. What are weaknesses of advertising?
11. What is the strength of personal selling?
12. What are the characteristics of publicity?
13. What are the weaknesses of personal selling?
14. Explain strengths of public relations.
15. What are the features of sales promotion?
16. Discuss of weakness of public relations.
17. What are the strengths of sales promotions?

**10 MARKS**

1. Discuss the elements of promotion mix.
2. What are the differences between strengths sand weakness of promotion mix?
3. Explain the factors affecting promotion mix.
4. Define advertising. Explain objectives of advertising.
5. Discuss the classifications of advertising.
6. What are the advantages and disadvantages of advertising?
7. What are the differences between advertising & personal selling?
8. Explain differences between publicity & public relation?
9. What are the differences between sales promotion & advertising?
10. Discuss the various methods and tools of sales promotion.