

**MOTHER TERASA COLLEGE OF ARTS & SCIENCE, ILLUPPUR, PUDUKOTTAI
PG & DEPARTMENT OF BUSINESS ADMINISTRATION**

Class: I BBA

Semester: II

Sub code: 16CCBB13- MARKETING MANAGEMENT

2 MARK WITH ANSWER

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Unit I

1. Define Marketing?

“The process of planning and executing conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals . ” - The American Marketing Association.

2. What are objectives of Marketing?

- To satisfy the customer,
- To achieve organizational goals and objectives
- Delivering the desired satisfactions.
- Anticipate the needs and wants of consumers and
- To satisfy these more effectively than competitors.

3. Define Marketing Management?

- According to AMA, " Marketing Management is process of planning and executing the conception, pricing , promotion , and distribution of goods, ideas and Services to create exchanges that satisfy individual and Organizational objectives.

4. What is primary Market?

- The primary producers of farm produce sell their output or products through this types of market to wholesaler or consumers.
- such markets can be found in villages.

5. What is marketing concept?

- The marketing concept is a consumers needs orientation backed by integrated marketing aimed at generating consumer satisfaction as the key to satisfying organizational goals.

6. What is micro environment?

- Micro environment refers to the forces that are close to the company and affect its ability to serve its customers.
- It includes the company itself, supplier, marketing intermediaries, customer markets, competitors and the public.

7. What is macro environment?

- Macro Environment is the set of external factors not controlled by the company that influence its development.
- It includes demographic, Economic, Cultural, legal or political Environment.

8. What is marketing Environment?

- Marketing Environment consists of actors and forces outside the organization that affect management ability to build and maintain relationship with target customer.
- Environment offers both opportunities and threats.

9. What is marketing information system (MIS)?

- The marketing information system refers to the systematic collection, analysis, interpretation, storage and dissemination of the market information from both the internal and external sources to the marketers on a regular, continuous basis.

Unit II

1. What is market segmentation?

- Market segmentation consists of taking the total heterogeneous market for a product and dividing it into several sub – market or segments, each of which tends to be homogeneous in all significant aspects.

2. What are the criteria for effective market segmentation?

- Identifiable and measurable
- Accessible
- Substantial
- Responsive

3. What is consumer behavior?

- Consumer behavior refers to the mental and emotional process and the physical activities of the people who purchase and use goods and services to satisfy particular needs and wants.

4. What is Buying motives?

- A Buying motive is the reason why the customer purchases the goods. So motive refers to thought, urge, feeling emotion and drive which make the buyer to react in the form of a decision.

5. What is Buying process?

- A Buying process is the series of steps that a consumer will take to make a purchasing decision.
- It includes recognition of needs and wants, information search evaluation.

Unit III

1. Define marketing mix?

- According to Stanton, "Marketing mix is the term used to describe the combination of the four inputs which constitute the core of companies marketing system – the product the price structure the promotional Activities and the distribution system.

2. Define product?

- A product is anything that can be offered to market for attention, acquisition, use or consumption that satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas.

3. What is a Brand?

- A Brand is a "name, term, symbol or design to identity the goods or services and to differentiate them from those of the competitors.

4. What are the four stages of PLC?

- Introduction
- Growth
- Maturity
- Decline

5. What is price?

- Price is the exchange value of goods or service in terms of money.
- Price of a product or service is what a seller feels its worth in terms of money to the buyer.

6. What is skimming price?

- Skimming price is a product pricing strategy by which a firm changes the highest price that customers will pay and then lowers its over time.

7. What is penetration pricing?

- Penetration pricing is a product pricing by which the product is introduced at low prices initially and the price is increased subsequently with increase in demand and share.

Unit IV

1. What is marketing channel?

- A marketing channel is the people, organization and activities necessary to transfer the ownership of goods from the point production to the point of consumption.

2. Who is wholesaler?

- Wholesaler is a person who buys goods from the producer in bulk quantities and forwards them in small quantities to retailers.

3. Who is Retailers?

- Retailers are business entities which act as an intermediary between producer and consumer of goods.
- Retailer purchase goods/service from wholesaler or distributor and sell to end customers at marked – up prices.

4. What are the types of intermediaries?

- Wholesalers
- Retailer
- Agents and Brokers

5. What is physical Distribution?

- Physical Distribution is the activities used to move finished goods from manufacturers to final customers including order processing, warehousing, material handling, transportation and inventory control.

Unit V

1. What are the elements of promotion mix?

- Personal selling
- Sales promotion
- Advertising
- Public relations

2. What is the meaning of personal selling?

- Personal selling is when a sales person meets a potential buyers or buyers face – to – face with the aim of selling a product or service.

3. Define Advertising?

- According to AMA, "Advertising as any paid form of non – personal presentation and promotion of ideas goods or services by an identified sponsor.

4. What are the objectives of Advertising?

- To introduce a new product
- To build brand preference
- To remind users to buy the product.
- To do the entire selling job

5. What is sales promotion?

- Sales promotion is those marketing activities other than personal selling, advertising and publicity, that stimulate consumer purchasing and dealer effectiveness such as display shows, expositions, demonstrations and various non recurrent selling efforts not in the ordinary routine.
