**SHRIMATI INDIRA GANDHI COLLEGE**

**(Nationally Re-accredited at ‘A’ Grade by NAAC)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MARKETING MANAGEMENT**

**16CCBB3**

 **CLASS: I B.B.A SEMESTER: II**

**SECTION-A**

**(2 MARKS QUESTIONS & ANSWERS)**

**1.What is a Market?**

 **Market has been derived from the Latin word ―MARCATUS‖ which means to trade. According to Pyle, ― Market includes both place and region in which buyers & sellers are in free competition with one another‖**

**2. Define Marketing**

 **According to the American Marketing Association, ―Marketing is concerned with the people and the activities involved in the flow of goods and services from the producer to the customer‖**

**3. Define Selling**

 **The process of transferring ownership of goods from the seller to the buyer is known as selling.**

**4. Define Marketing Management.**

 **Marketing management is the art of getting things done from the marketing staff by the marketing manager. When the techniques of management are applied in the field of marketing it will come to be known as marketing management.**

**5. Define Marketing Planning.**

 **Marketing planning defines the role and responsibilities of marketing executives in such a way as to achieve the goals of the firm by laying emphasis on the allocation of marketing resources in the best and most economical way.**

**6. What is Marketing Strategy?**

 **Marketing strategy is a set of objectives, policies and rules that guide over time marketing efforts of the concern for attaining the marketing objectives of the firm.**

**7. What is Marketing System?**

**According to STANTON, ― Marketing system is an interacting set of institutions, activities and flows designed to facilitate exchange transactions between an organization (business or non-business) and its market.**

**8. What is Niche Marketing?**

 **Concentrating all marketing efforts on a small but specific and well defined segment of the population is known as Niche marketing.**

**9. What do you mean by Direct Marketing?**

 **Direct marketing is the process by which a firm approaches its customers on one to one basis and markets its products directly to them.**

**10. What is Social Marketing?**

 **Social marketing will be done by applying the principles and techniques of marketing to solve certain problems confronting the society.**

**11. What do you mean by Demarketing?**

 **It refers to the practice of discouraging the consumers from buying. The consumers are not expected or encouraged to buy more. This situation arise when scarcity occurs, demand is more, production is less in order to ensure equitable distribution of essential commodities.**

**12. What is Remarketing?**

 **The technique of finding new users or uses for a product is known as remarketing.**

**13. What is Rural Marketing?**

 **Rural marketing is indentifying and serving the needs of consumers living in villages. It involves inflow of products into rural markets for production of consumption. There is also outflow of products to urban areas.**

**14. What is Meta Marketing?**

 **Meta market is a web-based market centered around an event or an industry rather than a single product. There are markets of complementary products that are closely related in the minds of consumers but spread across different industries.**

**15. What is Mass Marketing?**

 **Mass marketing is the advertising or promotion of a product good or service to a wide variety of audiences with the expectation of appealing to as many people as possible.**

**16. What is Marketing Environment?**

**Marketing activities are influenced by several factors inside and outside a business firm. These factors or forces influencing marketing decision making are collectively called marketing environment.**

**17. What is Political Environment?**

 **Political conditions prevailing both at the national and international level influence marketing activities. It consists of factors related to the management of public affairs and their impact on the business of an organization. It also has a close relationship with the economic system and economic policy.**

**18. Define Marketing Mix.**

 **Accordingly to ‗Stanton, Marketing mix is used to describe the combination of the four inputs which constitute the core of a company‘s marketing system the product, the price structure, the promotional activities and the distribution system‖.**

**19. What is Modern Marketing Concept?**

**The marketing concept is a consumer‘s needs orientation backed by integrated marketing aimed at generating consumer satisfaction as the key to satisfy organisational goals.**

**20. What do you mean by Market Information System?**

 **According to ‗Philip Kotler Marketing Information System is a continuing and interacting structure of people, equipments and procedures to gather, sort, analyse, evaluate and distribute pertinent timely and accurate information for use by marketing decision makers to improve their marketing planning, execution and control‖.**

**21. What is Marketing Myopia?**

 **The concept of Marketing Myopia has been developed by Theodore Levitt‘. According to this concept certain marketing views marketing in a narrow perspective. They fail to understand the kind of impact they can create by affectively performing their tasks.**

**22. What is Environmental Scanning?**

 **Environmental scanning is the process of gathering filtering and analysing information related to the marketing environment by monitoring the changes taking place in the environment and forecasting future status of each factor.**

**23. What are buying motives?**

**A consumer buys a particular product because he is influenced by certain motives. Motives is a strong feeling, urge, instinct, desire or emotion that makes the buyer to react in the form of decision to buy.**

**24. What is Consumer behaviour?**

 **Consumer behavior is the study of individuals, groups or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer’s emotional, mental and behavioural responses that precede or follow these activities .**

**25. Differentiate Buyer from Consumer.**

 **Buyer is the one who actually purchases a product or service. He may or may not use it. Consumer is the person who actually uses a product and he need not necessarily be a buyer.**

**26. Define Market Segmentation.**

 **Market segmentation is the process of taking the total heterogeneous market for a product and dividing it into several sub-markets or segments each of which tends to be homogenous in all significant respects.‖**

**27. What is a Product?**

 **Product is a bundle of utilities consisting of various product features and accompanying services.**

**28. What is Product Line?**

 **Product line refers to a group of products that are closely related because they satisfy a class of needs are used together are sold to the same customer groups are marketed through the same type of outlets or fall within given price change.**

**29. What is Product Item?**

 **Product item means a specific version of a product that has a separate designation in the seller‘s list. It refers to a specific model, brand or size of a product that a company sells.**

**30. What do you mean by Brand?**

 **A brand is a name, term, symbol or design or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors. 31. What is Brand Name? Brand name is a word, letter, group of words or letters comprising a name which is intended to identify the goods or services of a seller or a group of sellers and to differentiate them from those of competitors.**

**32. What is Trade Name?**

 **A trade name is the name of business preferably the name of the organisation itself. It brings out the identity of the manufacturer and the product.**

**33. What is Trade Mark?**

 **When a brand name or brand mark is registered and legalised it becomes a trade mark.**

**34. What are the stages in Product Life Cycle?**

**The stages of Product Life cycle for a product are Introduction, growth, Maturity, saturation and decline.**

**35. What is Product Mix?**

 **Product mix is the list of all products offered for sale by a company.**

**36. What do you mean by Product Innovation?**

 **Product innovation is the creation and subsequent introduction of a good or service that is either new or an improved version of previous goods or services.**

**37. What is Trading Up?**

 **Trading up refers to the decision of a business which is marketing a low priced product to add a high priced product to its list.**

**38. What is Trading Down?**

 **Trading down refers to the decision of a business selling mainly high priced goods to introduce low priced goods into the market.**

**39. What do you mean by Product Diversification?**

 **Product diversification means adding a new product to the existing product line. It may be new products , new markets or new technologies.**

**40. What is Product Elimination?**

 **It means that a product is removed from the product line. When there is no demand for a product or when a demand declines to obsolescence marketing of such product is of no use.**

**41. What are Consumer Goods?**

 **Consumer goods are meant for final consumption by consumers and not for sale.**

**42. What do you mean by Convenience Goods?**

 **The goods that the consumers buy frequently immediately and with minimum shopping effort is known as convenience goods.**

**43. What do you mean by Shopping Goods?**

 **These are goods purchased by the consumers only after a careful comparison – suitability , quality price and style.**

**44. What do you mean by Speciality Goods?**

**These are goods with unique Characteristics or brand identification and the purchasers make a special purchasing effort is known as speciality goods.**

**45. Define Product Planning.**

 **Product planning has been defined by AMA as ―the act of making out and supervising the search, screening , development and commercialisation of new products, the modification of existing lines and the discontinuance of marginal or unprofitable items‖**

**46. What is a new Product?**

 **New products are product that are really innovative – truly unique, replacements for existing products that are significantly different from the existing goods and imitative products that are new to a company but not new to the market.**

 **47. Define Price**

 **Price may be defined as the exchange of goods or services in terms of money.**

**48. What is a Price mix?**

 **Price mix in the value of the product determined by the producers. It includes the decisions as to price level to be adopted, discount to the offered and terms of credit to be allowed to customers.**

**49. What is Skimming Pricing?**

 **It involves high initial price of the product at the time of introduction of the product in the market for maximisation of profit at the shortest period when market conditions are favourable.**

**50. What is Penetrating pricing?**

 **A low price is designed in the initial stage with a view to capture great market share.**

**51. What is Retail pricing?**

 **Retail price is a price at which a retailer sells the products to his buyers.**

 **52. What is Cost plus pricing?**

 **When they set up the price initially a certain percentage is added to the cost before marking the price which is generally adopted by wholesalers and retailers.**

 **53. What is Physical distribution?**

**Physical distribution refers to those marketing activities like transportation, storage and warehousing that enable the flow of goods to the consumers.**

**54. Differentiate Advertisement From Publicity**

 **Advertisement is any non-personal presentation and promotion of goods or services by an identified sponsor whereas Publicity refers to any form of news commercially significant about a product or service or institution that is not paid for.**

**55. What is Publicity?**

 **Publicity refers to any form of news commercially significant about a product or service or institution that is not paid for.**

**56. Who is a Wholesaler?**

 **Wholesalers are the people who buy in bulk from the producers and sell in small quantities to the retailers.**

**57. Who is a Retailer?**

 **Retailers are the people who buy in small quantities from the wholesalers and sell to the ultimate consumers.**

**58. What is meant by Personal Selling?**

 **Personal selling may be defined as ―the personal process of assisting and / or persuading a prospective customer to buy a commodity or service and to act favourably upon an idea that has commercial significance to the sellers‖**

**59. Distinguish advertising from Salesmanship.**

 **Advertising is an impersonal nature of selling whereas salesmanship is a personal or direct contact that exists in selling through the salesman to the customers.**

**60. Define Promotion**

 **Promotion is to inform the buyers about the availability of certain goods and services by communicating the product information to the potential buyers.**

**61. What is Promotional Mix?**

 **The various promotional activities such as sales promotion, advertising, personal selling, publicity and public relations which is involved in facilitating the sales.**

**62. What is Scientific Advertising?**

**Scientific advertising is drawn by considering all relevant factors connected with advertising.**

**63. What is Advertising Budget?**

 **The amount set aside exclusively for advertising is known as advertising budget.**

**64. What is an Advertising Agency?**

 **Advertising agency is an organisation that under takes the job of advertising for and on behalf of others.**

**65. What is an Advertisement Media?**

 **Advertisement media are devices that carry the advertisement messages.**

**66. What is Sales Promotion?**

 **Sales promotion refers to those sales activities that supplement both personal selling and advertising and co-ordinate them and help to make them effective such as displays shows and expositions,demonstrations and other non-recurrent selling efforts not in the ordinary routine‖.**

**67. What is Public Relations?**

 **The rapport that the business maintains with the members of the public is what is known as public relations.**

**SECTION-B**

**(5 MARKS QUESTIONS)**

**1. State the importance of marketing.**

**2. State the objectives of marketing.**

**3. Distinguish between marketing and selling.**

**4. State the characteristics of marketing management.**

**5. Is marketing a science or an art?**

**6. What are the functions of marketing management?**

**7. What are the factors influencing modern marketing concept?**

**8. State the importance of MIS.**

**9. Discuss the elements of marketing mix.**

**10. Write a note on Marketing Environment.**

**11. State the benefits of market segmentation.**

**12. Describe the factors affecting market segmentation**

 **13. What are the conditions precedent to successful market segmentation? Explain them.**

**14. What are the major factors influencing buyer behaviour ?**

**15. Describe the various stages involved in the buying process.**

**16. State the basis for market segmentation,**

**17. What do you understand by the term product ? What are its characteristics?**

**18. Explain the stages of product life cycle of a product.**

**19. Explain the components of product mix.**

**20. Examine the influence of discounts and allowances on pricing decisions.**

**21. What are the determinants of price of a product ?**

**22. Describe the factors affecting pricing decisions.**

**23. State the objectives of pricing.**

**24. State the importance of price.**

**25. Why do products fail ?**

**26. State the importance of channel of distribution.**

**27. What are the formalities to be followed for the selection of a media ?**

**28. Explain the different types of channels of distribution.**

**29. Distinguish between MIS and Marketing research.**

**30. What are the services rendered by the wholesalers ?**

**31. What are the services rendered by the retailers ?**

**32. State the importance of personal selling.**

**33. Is salesmanship a science or an art ?**

**34. State the objectives of personal selling.**

**35. What are the objectives of advertising.**

**36. State the importance of advertising.**

**37. Distinguish between advertising and salesmanship.**

**38. Distinguish between advertising and sales Promotion.**

**39. Is advertising a waste ?**

**40. Explain the merits and demerits of advertising.**

**41. State the objectives of promotion.**

**42. What are the limitations of Sales Promotion ?**

**43. What are the various kinds of advertising ?**

**SECTION-C**

**(10 MARKS QUESTIONS)**

**1. Bring out the role of marketing in the economic development of a country.**

 **2. Enumerate the functions of marketing.**

 **3. What are the approaches to the study of marketing ?**

 **4. Elucidate marketing environment.**

 **5. Explain the classification of markets.**

 **6. Explain the evolution of marketing concept.**

**7. Describe the various theories on ―Buyer Behaviour‖.**

 **8. Explain the various factors that determine buyer behavior.**

 **9. Describe the different stages of product life cycle.**

 **10. Describe the various methods of pricing.**

 **11. Describe the factors influencing pricing decisions.**

 **12. What are the various kinds of pricing strategies?**

**13. What are the procedure for price determination ?**

 **14. Middlemen cannot be eliminated‖-Do you agree with this statement.**

**15. Discuss the various factors to be considered in selecting the channels of distribution.**

 **16. Marketing information system has been called the life- blood of marketing.‖- Comment.**

 **17. Salesmen are born and not made‖. Discuss.**

 **18. What are the qualities of a successful salesman ?**

 **19. Explain the various kinds of sales promotion.**

**20. Explain the various advertising media.**

 **21. What qualities should be possessed by a good advertisement copy ?**