II-Semester

Question Bank

Major –III –Marketing Management

**Unit-I**

**2 Marks Questions**

1.Define marketing?

2.What do you understand by a market?

3.Define Marketing Management?

4.What is mean by Buying?

5.What is Demarketing?

6. Explain Market begins before production

**5 Marks Questions**

1.Bring out important marketing

2.Distinguish between marketing and selling

3.What are the characteristic of a good storage facility?

4.Write a short note on standardization and grading.

5.Discuss the issue involved in marketing strategies.

6. What are the factors influencing External Environment?

7.Explain Marketing Information System

8. What are the Objectives of Marketing?

9.Explain the need for Marketing Information System

**10 Marks Questions**

1. What is Modern Marketing System?

2.Distinguish among local markets, Primary Marketing and regulated markets.

3.What is Micro - marketing? How does it differ from Macro Marketing?

4.Discuss the use of warehouse receipts.

5.Discuss the significance of marketing

6.Explain the functions of Marketing

7.Explain the types of Marketing

8.Explain the External Environment

**Unit – II**

**2 Marks Questions**

1.Define Market Segmentation

2.What is meant by undifferentiated market?

3.Write a note on concentrated market

4.Segment the market for motor cycle

5.What is benefit segmentation?

6.What is meant by price?

7.What is Buying Motive?

**5 Marks Questions**

1 What are the benefits of market segmentation?

2.What are the objectives of market segmentation?

3.Write a note on Life style segmentation

4.Distinguish between Market and product Differentiation

5.Explain the various types of market segmentation

6. What are the factors influencing consumer behavior

7.Explain Buying Process

8. Explain the Process of Buying Motive

**10Marks Questions**

1.Explain possible segmentation for toothpaste

2.Explain the requirements of effective segmentation

3.Write a note on hard core loyals, shifting loyals

4.Explain the philosophies of market segment.

5.What variables would you use in segmenting the market

6. Explain the Criteria, Benefits and Basis of Market Segmentation

7.Write the Criteria for effective segmentation and Benefits of market Segmentation.

**Unit – III**

**2 Marks Questions**

1.What is meant by price?

2.What is marketing mix?

3. Define Pricing

4.What is Market Share?

5.What is Oligopolistic Pricing.

**5 Marks Questions**

1.Explain the three dimensions of the product mix

2.State the need for the product elimination

3.Explain the different stages of the product life cycle.

4.Explain the advantages of brand name

5.What are the functions of package?

6. Explain Product Strategies

7.What is Pricing Methods?

8. Explain New Product Development

9.Explain Pricing Objectives

10.Explain Product mix

**10 Marks Questions**

1. Explain the expanded and contraction of product mix
2. Explain the stages involved in new product
3. Why does product fail suggest?
4. What are the factors influencing pricing?
5. What are the objectives in methods of pricing?
6. What are the Kinds of Pricing?
7. Explain the Internal and External factors of Pricing

**Unit – IV**

**2 Marks Questions**

1.Define retailer.

2.Who is an agent?

3.What is installment?

4.Write a note on marketing channels

5.What do you understand by the term Retailer?

6...What is a chain store system?

7.What is physical distribution?

8.Who are middlemen?

9. Define Channels of Distribution

10.What is Warehousing?

11. Explain transfer of Title

12.What is Price stability?

**5 Marks Questions**

1. What are the services rendered by wholesalers?

2.. Explain the wheel of retailing hypothesis

3.Give an account of the different types of wholesalers

4.. Contrast departmental stores and multiple shops

5.Explain the various channels available to the manufacture

6. Explain Channel Function

7.Explain Physical Distribution in channels of distribution

8. What are the features of Marketing Channels?

7.What are the types of Intermediaries

**10 Marks Questions**

1. What are the objectives in methods of pricing?
2. Explain the factors determining channels of distribution
3. Explain the low price mass consumer product
4. The middlemen can be eliminated, but his function cannot Discuss.
5. Explain the success of mail order business
6. What are the services rendered by retailers?
7. Explain Functions of the Wholesalers and Functions of the Retailers
8. What are the Physical distributions of Logistic Management?

**Unit – V**

**2 Marks Questions**

1. What is Advertising?

2.Why do we advertise?

3.Define Salesmanship

4.What do you understand by sales promotion?

5.What communication mix?

6. Define Sales Promotion

7.What is Coupons?

**5 Marks Questions**

1. Discuss the objectives of Advertising

2.What is sales promotion? Bring out its importance

3.What measures you would suggest for sales promotion?

4.What are the factors governing promotional strategy?

5.Distinguish between coupons and sampling.

6. What are the Objectives of Sales Promotion?

7.Explain the Purpose of Publicity and Importance of Publicity.

**10 Marks Questions**

1. Explain the various steps in advertising process
2. Discuss the merits and demerits of sales promotion
3. Explain the steps involving in advertisement copy
4. Is it essential to use an advertising agency?
5. Why do advertisement fails discuss?
6. What are the Objectives of Advertising? What are Types of Advertising?