

QUESTION BANK

Marketing Management **(BBA) (2008-09)**

Chapter One-

- Q1. Define Marketing? Critically explain the term Marketing Management?
- Q2. Distinguish between Selling and Marketing?
- Q3. Distinguish between Old Concept and New Concept of Marketing?
- Q4. Explain Objectives, Nature, Scope & Importance of Marketing Management?
- Q5. “Marketing is delivery of standard of living to the society”. Discuss this statement?
- Q6. Explain the important characteristics of Marketing Management?
- Q7. “Marketing is the basic function of any business”, explain this statement in your words?
- Q8. Describe various functions of Marketing Management?
- Q9. Explain Traditional and Modern concept of Marketing Management?
- Q10. Classify Marketing functions in your words?

Chapter Two-

- Q1. Define Marketing Planning? Explain steps in the planning process?
- Q2. What is the scope of Marketing Planning?
- Q3. What are essential of Marketing Planning?
- Q4. Discuss various Marketing Plans and the problems faced in the planning process?
- Q5. Prepare a chart of information required to be gathered while making a Marketing Plan by taking suitable example of any product or service of your own choice?
- Q6. What is Marketing Research? Explain major objectives of MR?
- Q7. What is the scope and importance of MM?
- Q8. Explain in brief MR procedure?
- Q9. What is primary and secondary data? What is its importance? Explain sources of primary and secondary data?
- Q10. Describe various methods of MR?
- Q11. Explain different branches of MR?

Q12. Write short notes on the following-

- a) Product Research.
- b) Market Research.
- c) Consumer Research.
- d) Telephone Survey.
- e) Observation Method.
- f) Personal Interview Method.
- g) Field Investigation.
- h) Mail Survey Method.
- i) Panel Research.

Q13. Explain the organization set up of the simple marketing research department?

Q14. Write short notes on the following-

- a) Product.
- b) Price.
- c) Promotion.
- d) Channels of distribution.

Q15. Explain various environmental factors which affect the Marketing Environment?

Q16. What is buyer behaviour? Describe influence of society on buyers buying behaviour?

Q17. Explain various buying behaviour models?

Q18. Explain the stages of buying process?

Q19. What is Market Segmentation? Explain various elements of Market Segmentation?

Q20. Write the need, importance and scope of Market Segmentation?

Q21. Describe in your words the market segmentation of industrial and consumer market?

Q22. What are the types of Market Segmentation?

Q23. Explain what is Product Positioning?

Chapter Three-

Q1. What is Marketing Mix? Explain the elements of Marketing Mix?

Q2. Explain the need, scope and limitations of MM?

Q3. Explain the Product Concept? State its characteristics? How do you classify the product?

Q4. Explain fully the Product Life Cycle concept?

Q5. Explain the determinants of Product Positioning?

Q6. Describe the steps involved in the Product Positioning?

- Q7. Explain the term Product Mix?
- Q8. What is Product Simplification? What are its objectives?
- Q9. Explain product diversification, in which situation product diversification is helpful?
- Q10. What are the motivational factors which makes the producer to go for product diversification?
- Q11. Write the short notes on the following-
- a) Product concept.
 - b) Elements of Marketing Mix.
 - c) Product Elimination.
 - d) Price Mix.
- Q12. What is pricing? What are the needs, scope, and importance of pricing strategy?
- Q13. Explain various factors influencing the Pricing?
- Q14. Describe methods of Pricing? (Answer- Cost based Pricing, Rate of Return Pricing, Demand/ Market based Pricing).
- Q15. Market is the study of four 'p', Explain?
- Q16. What is Marketing Channels? Describe various marketing channels of distribution of the product?
- Q17. Explain the significance of Channels of Distribution?
- Q18. What are the elements of Promotion Mix?
- Q19. Explain various techniques and methods of sales promotion?
- Q20. Explain in brief the Product, Price, Promotion & Place Mix as a very strong tool in the hands of Marketing Manager by which he steers the whole business?

Chapter Four-

- Q1. Define Marketing Control? Explain its scope?
- Q2. Explain essential of effective Marketing Control?
- Q3. Describe types and techniques of Marketing Control?
- Q4. Explain Marketing Control process?
- Q5. Explain the concept of Marketing Audit?
(Answer- Three parts- Product factors analysis, Product performance analysis & Business operation audit).
- Q6. Discuss the role and importance of Marketing Audit in the modern business?
- Q7. Discuss the aims and objectives of Marketing Audit?

Chapter Five-

Q1. Define Management of Change? How would you manage the challenge of Change?

Q2. Explain recent trends in the Marketing?

Q3. Write short notes on the following-

- a) Globalization of Management.
- b) Challenges before Marketing Manager.
- c) Changes in the technology.