

Question Bank**Module-1**

1. What is the nature & scope of marketing & why is marketing important? (VTU10,13)
2. What are some fundamental marketing concept ? (VTU 09,12)
3. Distinguishing Features of the Marketing Concept(VTU 09,11)
4. How business & marketing are changing in India? (VTU 10)
5. Define Marketing?(VTU 14)
6. Define Marketing Myopia?(VTU 14)

Module-2

1. What are the various factors in Indian marketing environment & what is the need to analyze the marketing environment? (VTU 09,12,13,14)
2. Explain the Natural Environment? (VTU 10)
3. Explain the Technology Environment? (VTU 09,11)
4. Explain the Legal Environment? (VTU 09,10)
5. Explain the need of studying buyer's behaviour & what influences consumer Behaviours? (VTU 09,11)
6. Define Buying Motives & explain the different types of Buying Motives?(VTU 14)

Module-3

1. What are the distinguishing features of an Indian consumer ? (VTU 09,10)
2. Define the term market segmentation? What is the need to segment the markets? (VTU 12,13)
3. What are the basis for market segmentation? (VTU 12)

Module-4

1. What are the distinct stages in PLC? (VTU 12,14)
2. What are the various stages in New Product Development? (VTU 12,14)
3. What are the main decision areas in packaging? (VTU 10,11,14)

Module-5

1. What are the various tasks in product line appraisal? (VTU 09,10)
2. Explain the following terms or write short notes on :
 - (a) Brand Equity(VTU 09,10,13)
 - (b) Product Differentiation(VTU 10)

(c) Product Mix (VTU 09,10)

(d) Product Planning (VTU 09)

Module-6,7&8

1. Illustrate briefly the concept of pricing & the factors that influence pricing. (VTU 09,12,13,14)
2. What objectives does a firm seek in pricing? (VTU 09,10,12)
3. What are the various routes taken by the firm in fixing the prices? (VTU 09,10)
4. What the Traffic can Bear' Pricing/Pricing strategies? (VTU 09,10,14)
5. Discuss briefly the steps involved in pricing procedure? (VTU 09,10)
6. What are channel conflicts How to reduce it?(VTU 14)
7. Write a short note on i)Packaging ii)Labelling? (VTU 14)