

Marketing Management (MB-103)

FAQ's

Unit-I

1. Explain regarding the firm's Macro environmental factors.
2. Briefly explain the various marketing philosophies based on which organisations can choose to conduct the marketing activities
3. Explain the Marketing Interface with other functional areas.
4. Explain any company's Macro & Micro Environment.
5. Trace the evolution of marketing through its various philosophies.
6. Define Marketing? Explain the importance & scope of Marketing in business.

Unit-II

1. What is Market Segmentation? What are the levels and bases of segmentation?
2. What are the various differentiation strategies available to marketer? Discuss.
3. Target Marketing requires three major steps: Segmentation, Targeting and Positioning
Using a suitable example explain the steps of target marketing.
4. How can the current and future demand be forecasted?
5. Write about product positioning strategies.
6. Explain how Market Segments are evaluated.
7. Briefly Explain the basis for Segmentation of consumer markets using suitable examples.
8. Describe in brief the various sales forecasting methods.

Unit-III

1. Define 'New Product'? Explain the new Product Development Process.
2. Illustrate the importance of packaging and labelling strategies in marketing?
3. Explain the decisions involved in product Branding?
4. Define various pricing strategies used in business.
5. Describe the role of public relations and personal selling in promotion mix.
6. What is personal selling? How it helps to promote the sales of a firm.
7. Social Media has gained considerable prominence as a promotional tool, explain briefly how the various social media platforms are used to brand and sell products?
8. Write about Distribution Channel Management Decisions.
9. Products sold on online platforms are posing stiff competition to products sold in brick and mortar shops. Describe briefly the challenges of selling products on an online platform.

Unit- IV

1. Explain in brief how the products are classified? Discuss the levels of products.
2. What are the characteristics of Industrial markets? How are they different from consumer markets?
3. Explain the usage of ICT tools in the marketing of services?
4. Explain the steps in Consumer Behavior model.
5. What are the factors affecting Consumer Behavior.
6. Explain Seven O's structure of Consumer Behavior Model.
7. Explain the Services Marketing strategies.
8. Describe the characteristics of Services Markets.

Unit-V

1. Discuss in brief various types of Marketing Organisation Structures?
2. State the importance of Marketing Control? Discuss few techniques.
3. What is marketing audit? How is it carried out?
4. What are the factors affecting global marketing? Illustrate with suitable examples.
5. Classify the various types of controls used in marketing.
6. Explain Efficiency Control, Profitability Control and Strategic Control.

Short notes:

Marketing Mix, Trend Analysis, Brand, AIDA model, Marketing Audit, Marketing tasks, Cannibalisation, Services Mix, Matrix Organisation, Marketing Management, Differentiation Strategy, Idea Generation techniques, Global Marketing, List the Targeting Approaches, Product Line decisions, Stages in the Adaption Process, Marketing Programme & Marketing Strategy, Product Positioning, Online Marketing, Types of Organisation Structured, Unique selling proposition, 4C's structure, Efficiency Control