

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY: PUTTUR

Department of MBA-II SEMESTER

SUB: MARKETING MANAGEMENT (16MB709)

Important questions

UNIT-I

1. Briefly discuss the various concept of marketing.
2. Explain the impact of micro environmental actors on marketing management of a firm.
3. Discuss how the macro environment forces affect the opportunities of a firm.
4. Discuss in detail the modern marketing concept.
5. . a) Explain how societal marketing concept is an improvement over marketing concept.
(b) What are the unique features of the present Indian marketing environment?
6. a) Marketing concept
b) Societal marketing concept
7. Briefly explain the business buying behavior.
8. Discuss consumer behavior-decision process.
9. How should analyzing competitors in marketing?
10. Elucidate various stages of business buying behavior.

UNIT-II

11. a) What is market segmentation? What are its bases?
b). What are the benefits of market segmentation?
12. Discuss the strategies to be followed in different stages of PLC with suitable examples.
13. Marketing segmentation is very useful for effecting marketing of any product". Elaborate.
14. What are the bases of segmentation? Illustrate your answer with suitable examples.
15. a) Explain with examples the Psychographic and Behavioural bases of market segmentation
(b) What do you understand by market targeting and positioning?
16. Explain different stages of new product development with suitable examples.
17. Justify how PLC is a tool for marketing strategy
18. Briefly explain target market, how should differentiating and positioning?
19. Explain segmentation, targeting and positioning for a new product lip-stick for men.
20. what are the stages in new product development

UNIT-III

21. Define a product. Explain the different types of product decisions made by a product manager with relevant examples.
22. a) What are the objectives of pricing?
(b) Explain the price skimming and market penetration strategies and the context in which they are used with appropriate examples.
23. (a) Taking hotel service as your example explain the concept of product levels.
(b) What do you understand by line length of product and product mix width?

24. Explain the classification of new products.
25. Define marketing mix. Briefly explain different elements of marketing mix.
26. Explain the managing direct and indirect marketing.
27. What do you understand by impact of technology and internet on distribution?
28. What are the different product lines and approaches in managing the services?
29. Briefly explain various types of flows of marketing channel.
30. What are the different marketing channel levels?

UNIT-III

31. Explain the different methods of pricing
32. a) What are the objectives of pricing?
(b) Explain the price skimming and penetration strategies
33. Explain the concept of integrated marketing communication.
34. Explain the concept of pricing and non-pricing competition.
35. Discuss managing the sales force with suitable examples.
36. Explain the following pricing strategies and their suitability in marketing.
(a) Skimming the new pricing strategy.
(b) Penetrating pricing strategy.
37. What are the precautions to be taken while taking pricing decisions and also brief out various methods of pricing?
38. What is the difference between advertising and a sales promotion?
39. What do you mean by sales force management? Discuss the selection process of sales force
40. Illustrate managing sales force.

UNIT-IV

41. How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods?
42. Discuss rural marketing and its features.
43. Briefly explain the managing the marketing efforts.
44. Discuss marketing audit and their types.
45. Why is social responsibility important in marketing?
46. Discuss the concept of socially responsible marketing.
47. Definition and Features of Rural Marketing.
48. What are the characteristic's and challenges of rural marketing?
49. Define marketing audit and its process.
50. a) Marketing audit
b) Rural marketing