

Chapter 1

1. Define Digital marketing? (marketing) (function)
2. Difference between traditional and Digital marketing?
3. Explain Digital marketing as a tool of success for companies?
4. Importance of Digital marketing?
5. Explain difference between Blogs, Portal and websites.

Chapter 2

1. Elaborate the concept of SEO? (Advantages)
Briefly describe the on page and off page optimization?
2. Explain different on page, off page optimization technique. and Reports? (component)

chapter 3

1. Elaborate social media marketing? Explain the benefits of smm?
2. Explain Facebook Marketing, Twitter marketing, linked In marketing.
3. Explain the term "social media optimization".
Discuss its components in brief.

chapter 4

1. Elaborate the concept of SEM and Explain the tools used for SEM.
2. Short notes on SEM.
3. Techniques of SEM.

Chapter 5

1. Define marketing? marketing tasks.
2. Explain marketing management & marketing management philosophies?
3. Elaborate dynamism in business & marketing.
4. what is marketing mix? Explain the components of marketing mix.
5. Explain decision areas in marketing?
6. Elaborate marketing Environments?

chapter 6

1. Define marketing Research?
2. Explain process and areas of marketing research.
3. Define marketing information- system. Explain its components. (importance)
4. Define database marketing? why is database marketing important?(Components)

chapter 7

1. what is market segmentation? Briefly explain the

segmentation variables of consumer market.

2. Explain levels and pattern of market segmentation?
3. Elaborate segmentation of consumer and business markets.
4. Explain evaluation and selection of market segments?
5. Explain product positioning strategies?
6. Elaborate concept and application of unique selling propositions?

chapter 8

1. Explain the consumer buying decision process?
2. Explain consumer buying behavior? what is consumer product?
3. Explain Business market and business buyer behavior?
4. Explain customer value, costs and satisfaction?
5. Explain cost of lost customer and customer retention?
6. Elaborate customer relationship management.
7. Explain about government marketing and service marketing.

Chapter 9

1. what is market size? (short notes)
2. Explain market growth, market profitability?
3. what is market cost structures.
4. Explain identification of key success factors.

chapter 10

1. what is product life cycle? Describe the marketing strategies undertaken in the various stages of product life cycle?
2. How do you explain product life cycle strategies?
3. what is product? what are classification of products.
4. what are major product decisions?
5. Elaborate product line and product mix?
6. Explain product branding, packaging and labeling?
7. what are new product development process?
8. Explain consumer adoption and diffusion of innovation processes.
9. Explain product line and mix strategies?
10. what is brand building and brand equity?
11. Explain about service product management?

chapter 11

1. Explain different pricing strategies in marketing management?
2. what is pricing? Explain the new product pricing strategies?
3. Explain product mix pricing?
4. what is price adjustment strategies?
5. Explain about initiating and responding to price changes in the market?

chapter 12

1. Explain marketing channel decision? (SN)
2. Explain channel designs and selection in product distribution?
3. Explain about distribution nature and trends?
9. Explain distribution channel role, power and conflicts.

chapter 13

1. Define the concept of marketing planning and control. Explain different planning tools in brief.
2. what is strategic and tactical marketing plans?
3. Explain the planning process?
4. Explain marketing feedback and control.
5. Explain tools: BCG and GE matrix.