<u>Q U E S T I O N – B A N K</u> MBA SECOND SEMESTER - 2014 201-MARKETING MANAGEMENT

UNIT-I

I: SHORT ANSWER TYPE QUESTIONS: (150 words)

- Q. 1: What is Marketing Management?
- Q. 2: Explain the term Marketing Environment.
- Q. 3: What are Marketing Organizations?
- Q. 4: How Marketers are related to Marketing Management.
- Q. 5: Explain the term Consumer Markets.

II: LONG ANSWER TYPE QUESTIONS:-

- Q. 1: Explain the Importance and Scope of Marketing Management.
- Q. 2: Elaborate briefly the factors affecting Marketing Environment.
- Q. 3: Discuss various elements of marketing management and how they are interrelated.
- Q. 4: What are the various functions of Marketing Management? Also mention qualities of Marketing Manager.
- Q. 5: Write Short Notes on:-
 - (A) Marketing Mix

- (B) Marketing & Selling
- (C) Consumer Markets & Industrial Markets
- Q. 6: Write Short Notes on :-
 - (A) Marketing Information System (B) Marketing Research
 - (C) Strategic Marketing Planning

UNIT-II

I: SHORT ANSWER TYPE QUESTIONS:- (150 words)

- Q. 1: Explain Market Segmentation.
- Q. 2: What do you mean by Market Targeting?
- Q. 3: What is Product?
- Q. 4: Explain Consumer.
- Q. 5: What is Product Positioning?

II: LONG ANSWER TYPE QUESTIONS:-

- Q. 1: Mention various benefits and purposes of Market Segmentation.
- Q. 2: Explain the procedure of Market Segmentation with its limitations.
- Q. 3: Discuss various basic grounds on which Consumer/Industrial Market Segmentation is done.
- Q. 4: Explain briefly the procedure of Market Targeting.
- Q. 5: Throw some light on objectives and usefulness of product positioning.
- Q. 6: Explain the term Consumer Behavior, with its Importance and Process.

UNIT-III

I: SHORT ANSWER TYPE QUESTIONS: (150 words)

- Q. 1: Explain the term 'New Product Failure'.
- Q. 2: What is New Product Planning?
- Q. 3: Discuss any one stage of PLC.
- Q. 4: What do you mean byproduct Mix.?
- Q. 5: What is Branding?
- Q. 6: What is Packaging?

II: LONG ANSWER TYPE QUESTIONS:-

- Q. 1: Write Short Notes on :-
 - (A) Product Mix.

- (B) Product Decisions
- Q. 2: What do you mean by Product? Write necessities for Developing a Product.
- Q. 3: What do you mean by Product Life Cycle? Elaborate all the phases of PLC with diagram.
- Q. 4: What are the various Strategies framed to increase the time duration of particular phase in PLC?
- Q. 5: What do you mean by New Product Development? Also mention challenges and threats of new product development.

UNIT-IV

I: SHORT ANSWER TYPE QUESTIONS: (150 words)

- Q. 1: Define Price/Pricing.
- Q. 2: What do you mean by Distribution in Marketing?
- Q. 3: What is Retail Distribution?
- Q. 4: Explain the Concept of Promotion.
- Q. 5: What is Public Relation in Marketing?
- Q. 6: Define Advertising and Personal Selling.
- Q. 7: Write about Sales Promotion.
- Q. 8: Write a note on Electronic Marketing.
- Q. 9: What do you mean by International Marketing?
- Q.10: Write about CRM & Rural Marketing.

II: LONG ANSWER TYPE QUESTIONS:-

- Q. 1: Explain briefly the concept of Promotion Mix with various types of its ingredients.
- Q. 2: Write Short Notes on :-
 - (A) B2C Marketing
- (B) B2B Marketing
- (C) C2C Marketing
- Q. 3: What are its various objectives of Pricing? Explain them briefly.
- Q. 4: Write Notes on:-
 - (A) Pricing Strategies

(B) Policies of Pricing

- (C) Methods of Pricing
- Q. 5: Discuss the ways of managing Distribution Channels. Also elaborate the factors affecting distribution Channel.

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