

Question Bank Marketing Management

- 1) Differentiate marketing and selling.
- 2) Define the term Marketing?
- 3) What are the major markets which are available to marketers?
- 4) How are services different from products?
- 5) What is a customer „touch point“? Why is it important?
- 6) What is marketing interface?
- 7) Define market.
- 8) What is a product?
- 9) Define consumer behavior.
- 10) Write the objectives of Marketing.
- 11) What are the marketing concepts?
- 12) Give the process of implementation of marketing strategy.
- 13) What do you mean by customer retentions?
- 14) Define advertisement.
- 15) Discuss the opportunities and prospects for Indian marketers in the context of the current global environment
- 16) Define Marketing Management.
- 17) How can marketing support the production department?
- 18) List any two challenges for global marketers.
- 19) List the methods of sales promotion.
- 20) „Marketing is businesses“-Comment.
- 21) Write short notes on the following terms: Product Concept• Production concept• Marketing concept• Selling Concept•
- 22) Explain briefly about Marketing Environment?
- 23) Discuss briefly about Internal and External Marketing?

- 24) Evaluate and describe marketing in global environment?
- 25) Illustrate Marketing interface with other functional areas?
- 26) "Think Global, act local". Illustrate and explain how international brand marketers are doing this in India.
- 27) Explain why marketing department has to co-ordinate with other functional departments in a successful organization.
- 28) Discuss the elements which constitute in marketing environment? Explain with examples?
- 29) What are all the prospects and challenges in marketing?
- 30) What is environmental scanning?
- 31) Define marketing strategy.
- 32) How does marketing strategy differ in respect of consumer goods and industrial goods?
- 33) What do you mean by market segmentation?
- 34) What are the challenges the present day marketer is facing? Give an Example?
- 35) What is difference between consumer and industrial markets?
- 36) Define Strategy.
- 37) How can globalization affects domestic market?
- 38) What do you understand by SWOT analysis?
- 39) Why is strategy planning done in marketing?
- 40) What is services marketing?
- 41) What is internal marketing?
- 42) What is consumer marketing?
- 43) What is strategic marketing?
- 44) What is strategy group?
- 45) What is Industrial Product?
- 46) What do you mean by assembling marketing mix?
- 47) What is Generic Marketing Strategy?

- 48) What is Competitive Advantage?
- 49) Definition of Marketing Plan?
- 50) What strategies can be adopted by service marketers to ensure customer satisfaction?
- 51) Explain the strategies that can be adopted by market leaders.
- 52) "Marketing should aim at meeting a given customer need rather than selling a given product". Explain this statement with reference to planning a marketing strategy.
- 53) Explain how the strategies for industries marketing will differ from consumer marketing? What are the various steps to be considered while forming those strategies?
- 54) What is meant by service marketing? What are the various steps to be considered in marketing mix for service marketing?
- 55) Explain the strategies for industrial marketing and consumer marketing.
- 56) How do you analyze the consumer markets with strategic mix components? Explain?
- 57) What do you mean by market segmentation?
- 58) What do you understand by product positioning?
- 59) Define pricing.
- 60) Explain the term "product life cycle"?
- 61) What are the factors that influence consumer behavior?
- 62) Lists the steps in new product development.
- 63) When can companies practice geographic segmentation?
- 64) What are the factors considered for market segmentation?
- 65) What is channel management?
- 66) What is customer acquisition?
- 67) How can customer satisfaction be measured?
- 68) What do you mean by product marketing?
- 69) What is product positioning?
- 70) What do you mean by targeting?
- 71) Define marketing mix.

- 72) What are the purposes of marketing segmentations?
- 73) Product Item Vs Product Line?
- 74) Why most of the companies is involved in promotional activities?
- 75) What is Branding?
- 76) Write any 2 advantages of branding?
- 77) Explain the ways of arriving at an advertising and sales promotion budget.
- 78) What are the steps involved in setting the price for a product? Explain.
- 79) Enumerate the marketing mix strategies for services.
- 80) Explain the meaning of product life cycle and state the challenges and marketing manager has to face introducing a new consumer product.
- 81) What is meant by marketing segmentation? Explain its importance in present day market with examples.
- 82) What are the various steps in new product development? Explain with example by taking any new product