

# **Baba Banda Singh Bahadur Engineering College, Fatehgarh Sahib**

## **Subject-Marketing Management**

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### **Section-A (Short Questions)**

1. Define Marketing
2. Define marketing management
3. Define the terms Exchange
4. Define the terms Transaction
5. Brief 'Selling Concept'
6. what are the four P's in marketing?
7. Define Marketing Management
8. Define Barter System
9. Define Production Concept
10. Define Product Concept
11. Define need and want
12. Define demand
13. What is positioning?
14. What is Segmentation
15. What is Targeting?
16. Who is a buyer?
17. What is branding?
18. What are the kinds of marketing channel?
19. What is micro environment?
20. Classify the marketing functions
21. What is macro environment?
22. Define Segmentation
23. Define Homogeneous Preference
24. Define diffused preference
25. Define cluster preference

### **Section-B(Long Questions)**

- 1 Discuss the evolution of marketing
- 2 Write short notes on: a) Targeting b) Positioning c) Segmentation
- 3 What are the different features of product differentiation?
- 4 What are the different forms of promotional mix? Explain
- 5 Explain the core marketing concepts.

- 6 Explain clearly the production, product sales, marketing and societal marketing Concept of marketing.
  - 7 Explain the following:
    - a) Sales concept
    - b) Product concept
    - c) Production concept
    - d) Marketing concept
  - 8 How micro and macro environments influence marketing decisions?
  - 9 State the external uncontrollable factors of marketing environment.
  - 10 Explain the different functions of marketing management.
  - 11 Write notes on:
    - a) Need, Want and Demand
    - b) Targeting, Positioning and Segmentation
  - 12 Write notes on:
    - a) Offering and Brands
    - b) Value and Satisfaction
  - 13 Write notes on:
    - a) Marketing Channel
    - b) Supply Chain Management
  - 14 Explain in detail: Micro Marketing Environmen
  - 15 Explain in detail: Macro Marketing Environment
  - 16 Discuss about technological, Economic and Political Environment
  - 17 Discuss about Legal, Demographic and Social Environment
  - 18 Discuss about Social and Cultural, Technological and Natural Environment
  - 19 Discourse about marketing mix
  - 20 Explain both similarities and differences between selling and marketing.
  - 21 Discuss the bases of Segmenting consumer markets
  - 22 Explain the buying decision process.
  - 23 Discuss target market and selection of target market
  - 24 Explain the roles in consumer decision marking
  - 25 Discuss the major influencers of consumer behaviour
  - 26 Discuss Product Management
  - 27 Write notes on:
    - a) Product Levels
    - b) Product Line Decisions
  - 28 What are the methods of pricing? Explain
  - 29 Discuss the Pricing Objectives Write notes on:
    - a) Price Sensitivity
    - b) Elastic demand
    - c) Inelastic demand
  - 30 Distinguish between consumer and trade promotion
  - 31 Write notes on direct marketing
  - 32 Discuss the role of middlemen in distribution function
  - 33 Explain the factors influencing distribution decisions
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