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DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

II SEMESTER

1915207 MARKETING MANAGEMENT

Regulation – 2019

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QUESTION BANK

SUBJECT : 1915207 MARKETING MANAGEMENT

SEM / YEAR: III/I

UNIT- I INTRODUCTION

09

SYLLABUS:Marketing – Definitions - Conceptual frame work – Marketing Process-Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment.

PART A

SNO	Questions	BT Level	Competence
1	What is Marketing Management?	BTL 1	Remembering
2	Write about the evolution of marketing.	BTL 2	Understanding
3	Identify major markets available to the marketer.	BTL 3	Applying
4	Briefly examine the societal marketing concept	BTL 4	Analyzing
5	Prioritize the objectives of marketing	BTL 5	Evaluating
6	How would you interpret the term marketing interface?	BTL 6	Creating
7	List the difference between Marketing and selling.	BTL 1	Remembering
8	Illustrate with example why industrial demand is called derived demand.	BTL 3	Applying
9	How can the marketer utilize the information relating to needs, wants and demand?	BTL 3	Applying
10	Examine the production concept.	BTL 4	Analyzing
11	Knowledge of external Marketing environment is important-Evaluate.	BTL 5	Evaluating
12	What do you mean by Marketing intermediaries?	BTL 6	Creating
13	What are the major ways available for a marketer to enter a foreign market?	BTL 1	Remembering
14	Summarize the important factors that influence the internal environment of the Organization	BTL2	Understanding
15	How the marketer can utilize the information relating to the political environment?	BTL 3	Applying
16	Point out the importance of Human Relations Management in Marketing.	BTL 4	Analyzing
17	Define Value Creation.	BTL 1	Remembering
18	New technology creates new opportunists for marketers-outline	BTL 2	Understanding
19	Why the Joint Venture is required?	BTL 1	Remembering
20	What are the advantages and disadvantages of Licensing arrangement used to enter a foreign country?	BTL 1	Remembering

PART B

1		What are the core concepts of marketing? Explain in detail.(13)	BTL 1	Remembering
2		Explain how the external environment affects the marketing operations of the Company. Summarize the "Other functions performed by the Marketer"(13)	BTL 2	Understanding
3		Analyze the major lessons learnt by industrial marketers from environmental analysis? What are the relevant external environment factors for a large diesel generator marketer?(13)	BTL 3	Applying
4	a	Analyze the facilitating function of the marketing department.(6)	BTL 4	Analysing
	b	Examine the challenges of Marketing in India.(7)		
5	a	Discuss the different philosophies/orientation companies adopt in relation to marketing management.(6)	BTL 5	Evaluating
	b	Elaborate on the prospects and challenges of Marketing in the present global Environment(7)		
6		purpose, to create a customer". Discuss the statement keeping in view the nature and purpose of marketing.(13)	BTL 6	Creating
7		Why do companies undertake selling in the foreign country? What is the scope of Holistic Marketing?(13)	BTL 1	Remembering
8		Forces in the internal environment of the company are controllable – explain.(13)	BTL 2	Understanding
9	a	What is management information system and give its role in marketing management. (7)	BTL 3	Applying
	b	Describe the components in which marketing activities interface with finance department.(6)		
10		Examine how markets are classified on the basis of nature of transaction and on the basis of commodities .(13)	BTL 4	Analysing
11		What is the relevance of Marketing to society?(13)	BTL 1	Remembering
12		Explain in detail the challenges and opportunities of marketing in global environment.	BTL 2	Understanding
13		Analyze in detail how marketing interfaces with other functional departments of management like HR, Finance, production and information systems.(13)	BTL 4	Analysing
14		What is meant by "Utility in the content of Marketing"?(13)	BTL 1	Remembering

PART C

1	What are the current approaches used in marketing?
2	<p>A popular Indian brand wants to establish coffee vending machine in various cities and locations in the country.</p> <p>Before they establish, the company wants to know their market opportunities and environment.</p> <p>A)Formulate a market feasibility study to help them from a marketing plan.(9)</p> <p>B)Develop an analysis of their marketing and competitive marketing(6)</p>
3	Imagine yourself as a marketing manager and narrate your experience about marketing project that you brought in on time & under budget
4	What you see a challenge that today's marketing manager's face?

UNIT-II MARKETING STRATEGY
09

SYLLABUS:Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Marketing Mix in International Environment.

PART A

SNO	Questions	BT Level	Competence
1	Define industrial Marketing.	BTL 1	Remembering
2	Briefly explain the term product.	BTL 2	Understanding
3	Identify the strategies for marketing services.	BTL 3	Applying
4	Differentiate between industrial and consumer marketing.	BTL 4	Analyzing
5	Discuss the different types of consumer products.	BTL 5	Evaluating
6	In your opinion what are the different types of industrial products	BTL 6	Creating
7	What is services marketing?	BTL 1	Remembering
8	Outline the unique characteristics of services.	BTL 2	Understanding
9	Write a short note on competitor analysis.	BTL 3	Applying
10	Classify the different forms of competition.	BTL 4	Analyzing
11	Define Marketing Strategy and marketing plan.	BTL 5	Evaluating
12	What do you mean by marketing mix?	BTL 6	Creating
13	List the strategies employed in consumer durable marketing.	BTL 1	Remembering
14	Examine word of mouth strategy.	BTL2	Understanding
15	Illustrate the term competitor.	BTL 3	Applying
16	Assess the benefits of competitor analysis.	BTL 4	Analyzing
17	What do you mean by threat of substitutes?	BTL 1	Remembering
18	Explain the bargaining power of the buyer.	BTL 2	Understanding
19	Identify the main sources of competitor information.	BTL 1	Remembering
20	List the types of international marketing mix strategy.	BTL 1	Remembering

PART B

1	a	How would you do a competitor analysis for a company of your choice? What are the three types of competition a company faces?(13)	BTL 1	Remembering
2		Explain what is meant by marketing strategy and the key drivers of marketing strategy.(13)	BTL 2	Understanding
3	a	Identify and explain the characteristics that affect the marketing of services and the additional considerations that services require.(7)	BTL 3	Applying
	b	Applying theory, define the product and identify the major classification of products.(6)		
4		Under what circumstances purchasing decision of industrial customers are irrational? Explain with an example.(13)	BTL 4	Analysing

5	Compile the strategies followed by market leaders and challengers.(13)	BTL 5	Evaluating
6	Market Nicher strategies are also profitable-Explain.(13)	BTL 6	Creating
7	What are the differences between consumer markets and industrial markets?(13)	BTL 1	Remembering
8	Discuss the strategy of mass customization, the product market situations and where it can be used.(13)	BTL 2	Understanding
9	Describe the salient features, methodology and challenges of services marketing. (13)	BTL 3	Applying
10	Outline the importance and functions of marketing mix in development of effective marketing strategies. (13)	BTL 4	Analysing
11	List and explain the steps involved in industry's buying decision process.(13)	BTL 1	Remembering
12	How companies adapt their marketing mixes for international markets? (13)	BTL 2	Understanding
13	Examine the consumers buying decision behavior(13)	BTL 4	Analysing
14	What are the elements of the strategic marketing mix- Explain(13)	BTL 1	Remembering

PART C

1	Mention few competitors for a product of your choice and give the qualities OF competition products that you wish your brand had.
2	Explain the formulation of marketing mix of a service organization. Give examples of bank or insurance marketing mix.
3	Using competitor analysis evaluates the strengths and weakness of competitor firm of your choice.
4	Organization directs its marketing efforts at 2 or more segments by developing a marketing mix for each segment.

UNIT- III MARKETING MIX DECISIONS

09

SYLLABUS:Product planning and development – Product life cycle – New product Development and Management
 – Market Segmentation – Targeting and Positioning — Multi Channel Distribution strategies – Advertising and sales promotions – Pricing Objectives, Policies and methods.

PART A

S.no	Questions	BT Level	Competence
1	What is meant by Product?	BTL 1	Remembering
2	Write the significance of product planning.	BTL 2	Understanding
3	Give the role of communication channel management in product positioning.	BTL 3	Applying

4	What is product planning and development?	BTL 4	Analyzing
	Summarize the various stages of Product Life cycle.	BTL 5	Evaluating
5			
6	Can you assess the importance of product planning and Development?	BTL 6	Creating
7	Define Market Segmentation with examples.	BTL 1	Remembering
8	Briefly explain about undifferentiated marketing strategy.	BTL 2	Understanding
9	Applying the theory briefly explain channel management.	BTL 3	Applying
10	Examine the term product price. List the objectives and factors to be considered when setting the product price.	BTL 4	Analyzing
11	Briefly elaborate on penetration pricing.	BTL 5	Evaluating
12	In your opinion what is market skimming price?	BTL 6	Creating
13	What functions marketing channels perform?	BTL 1	Remembering
14	Outline the major channel alternatives open to companies.	BTL2	Understanding
15	Illustrate the Multi channel Distribution strategies.	BTL 3	Applying
16	Examine the term target marketing.	BTL 4	Analyzing
17	Define sales promotion and its objectives.	BTL 1	Remembering
18	Write a critical note on the policy of resale price maintenance.	BTL 2	Understanding
19	Define the concept of advertising.	BTL 1	Remembering
20	What are the factors affecting price of a product?	BTL 1	Remembering

PART B

1		What are the objectives of Product Planning?(13)	BTL 1	Remembering
2	a	Illustrate about the different ways of segmenting the consumer market. Determine the requirements for effective segmentation.(13)	BTL 2	Understanding
	b	Explain the reasons for failure of new product. What are the forces influencing the management of new products(13)		
3		Describe the various stages of Product life cycle and relevant marketing implications. (13)	BTL 3	Applying
4		List out the objectives of product pricing.(13)	BTL 4	Analyzing
5		Discuss about Customer demand oriented pricing methods. Elaborate on the functions performed by the distribution channel .(13)	BTL 5	Evaluating
6		Explain about Indirect Channel of Distribution channel.(13)	BTL 6	Creating
7		List and explain the stages involved in the new product development (13).	BTL 1	Remembering

8	Describe the Multichannel distribution strategy in detail. (13)	BTL 2	Understanding
9	Explain the different methods available for sales promotion in marketing with examples.(13)	BTL 3	Applying
10	Examine how companies position their products for maximum competitive advantage in the market place.(13)	BTL 4	Analysing
11	List and explain the different methods available for sales promotion in marketing with examples.(13)	BTL 1	Remembering
12	Discuss the significance of personal selling. What are the qualities of a good salesmanship?(13)	BTL 2	Understanding
13	List out direct channel of distribution used by marketers.(13)	BTL 4	Analysing
14	How do factors relating to environmental characteristics affect the selection of channel of distribution.(13)	BTL 1	Remembering

PART C

1.	Develop a strategy using the six marketing mix components for the promotion of educational services for higher –income households.
2.	Give examples of advertising strategies that failed
3.	Develop a sales promotion campaign for kids apparel
4.	<p>Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.</p> <p>Questions</p> <p>How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?</p> <p>What would be your suggestions for distribution channel for mushrooms?</p>

UNIT- IV BUYER BEHAVIOUR

09

SYLLABUS: Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models– Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management- CRM Cycle – Customer acquisition, Retaining, Defection.

PART A

S.No	Questions	BT Level	Competence
1.	Define Buyer behavior.	BTL 1	Remembering
2.	Summarize the organizational factors that influence buyer behavior	BTL 2	Understanding
3	Give the difference between industrial and individual buying behaviour.	BTL 3	Applying
4	How the internet is influencing the consumer behavior?	BTL 4	Analyzing

5	List the factors that influence individual buying Behaviour.	BTL 5	Evaluating
6	Justify the difference between industrial and individual buyers.	BTL 6	Creating
7	Define online marketing trends.	BTL 1	Remembering
8	Briefly explain the factors that influence consumer behavior.	BTL 2	Understanding
9	What do you mean by buying motives	BTL 3	Applying
10	Examine the influence the cultural factors exert on consumers buying Behaviour	BTL 4	Analyzing
11	Indicate customer relationship management process.	BTL 5	Evaluating
12	Briefly explain what is customer retention and why customer retention is important	BTL 6	Creating
13	What is meant by social class?	BTL 1	Remembering
14	Briefly explain about online marketing	BTL2	Understanding
15	Applying the theory explain the influence of social factors on consumer behavior	BTL 3	Applying
16	Analyse the term CRM.	BTL 4	Analyzing
17	What is meant by customer acquisition?	BTL 1	Remembering
18	Briefly analyse the term customer defection.	BTL 2	Understanding ng
19	How can companies increase customer loyalty?	BTL 1	Remembering
20	What is customer churn?	BTL 1	Remembering

PART B

1		What are the environmental and individual factors that influence industrial buyer behavior?(13)	BTL 1	Remembering
2	a	Summarize the psychological factors that influence consumers buying Behavior.(7)	BTL 2	Understanding
	b	Explain the importance of consumer behavior.(6)		
3		How companies build customer satisfaction. Identify the methods to measure customer satisfaction.(13)	BTL 3	Applying
4		What do you infer form the learning model of consumer behavior?(13)	BTL 4	Analysing
5		Discuss about the industrial buying decision process.(13)	BTL 5	Evaluating
6		Based on understanding of organizational buyer behavior ,evolve a marketing strategy to market a switch gear project to the Airport authority of India.(13)	BTL 6	Creating
7		Describe and classify various types of buyer behaviour models. (13)	BTL 1	Remembering

8		Why “win win “style is recommended while negotiating with customers .What guidelines would you follow to adopt this style?(13)	BTL 2	Understanding
9		Using what you have learnt explain about customer relationship management (CRM) with suitable examples and state why is it important in modern day context.(13)	BTL 3	Applying
10	a	Analyze how customer acquisition happens in companies.(7)	BTL 4	Analysing
	b	List the types of customer relationship management (CRM)(6)		
11		Explain in detail the fundamentals of customer relationship management.(13)	BTL 1	Remembering
12		Briefly Explain about the customer retention strategies followed by companies.(13)	BTL 2	Understanding
13		Identify the causes of customer defection and state the measures of redirecting defection.(13)	BTL 4	Analysing
14		What are the limitations of CRM?(13)	BTL 1	Remembering

PART C

1	How do you for see the future of online marketing?
2	Design a buyer behavior model for purchase of durable goods.
3	How is CRM changing and what does the owner need to be aware of?
4	In the future can CRM be applied in all the environment?

UNIT- V MARKETING RESEARCH & TRENDS IN MARKETING

12

SYLLABUS:Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing –Online marketing trends

PART A

Sno	Questions	BT Level	Competence
1	What is meant by MIS?	BTL 1	Remembering
2	Explain the term advertising media. Suggest suitable media for advertising electric bulbs.	BTL 2	Understanding
3	How would you use your understanding of market research to identify the applications of market research	BTL 3	Applying
4	Examine the steps in market research	BTL 4	Analyzing
5	Discuss about market intelligence	BTL 5	Evaluating

6	Differentiate between marketing research and marketing information systems.	BTL 6	Creating
7	What is meant by survey research?	BTL 1	Remembering
8	Compare primary data Vs Secondary data collection methods in research	BTL 2	Understanding
9	Explain the sampling plan to be adopted by the research	BTL 3	Applying
10	Briefly examine the term consumerism.	BTL 4	Analyzing
11	Discuss the term social marketing	BTL 5	Evaluating
12	What in your opinion is franchise organization?	BTL 6	Creating
13	What is cause- related marketing?	BTL 1	Remembering
14	How will you state or interpret in your own words internet marketing?	BTL2	Understanding
15	Making use of theory summarize the essential features of well designed web page	BTL 3	Applying
16	Analyse focus group research.	BTL 4	Analyzing
17	How should the marketer formulate the research report?	BTL 1	Remembering
18	List some companies involved in web based marketing.	BTL 2	Understanding
19	Define marketing ethics with suitable example.	BTL 1	Remembering
20	What is meant by retailing and list the retail formats based on service?	BTL 1	Remembering

PART B

1		Define marketing information system and explain the importance of information to the company and its understanding of the market place.(13)	BTL 1	Remembering
2		Outline the steps in the marketing research process.(13)	BTL 2	Understanding
3		Identify and explain the objectives and applications of Market research. (13)	BTL 3	Applying
4	a	Examine the attributes of marketing information system .(7)	BTL 4	Analysing
	b	List the advantages and disadvantages of cause related marketing.(6)		
5		Evaluate why mass communication is important in ? (13)	BTL 5	Evaluating
6		Explain the concepts and types of marketing research and their role in product development.(13)	BTL 6	Creating

7	a	Relate how a company designs a customer driven marketing strategy.(7)	BTL 1	Remembering
	b	What are the ethical issues in marketing relating to the product?(6)		
8		Summarise the primary and secondary sources of data available for research – Explain.(13)	BTL 2	Understanding
9		Explain in detail about Digital Marketing Communication. (13)	BTL 3	Applying
10	a	Examine the ethical issues relating to promotion.(7)	BTL 4	Analysing
	b	Analyse the importance of product research .(6)		
11		Spell out the advantages of online Marketing.(13)	BTL 1	Remembering
12		Describe the role, guidelines and regulations of marketing ethics in global markets. (13)	BTL 6	Creating
13		Analyze the important enablers of online buying.(13)	BTL 4	Analysing
14		What are the Barriers to online buying by consumers?(13)	BTL 1	Remembering

UNIT V	
PART C	
1	Give a case study example of e-commerce marketing trend verses conventional marketing in the development of new electronic consumer products.
2	Money spent on advertisement is not wasteful. Critically examine
3	How can we enhance our retailing marketing strategy to grow the sales?
4	unethical pricing practices exist -comment