

## **Marketing Management**

### **IMBA – Sem III**

#### **Questions**

1. What do you understand by marketing?
2. List and briefly describe the 5 steps in the marketing process?
3. Explain how understanding of need, wants and demands helps marketers to design their market offerings?
4. What is marketing myopia? Explain with examples.
5. Explain how can marketers deliver customer value and satisfaction?
6. Explain briefly the marketing management orientations that guide the marketing strategies?
7. Define the term ‘Customer Relationship Management’. How do marketers engage customers and manage profitable customer relationship?
8. Describe the major trends and forces that have brought in changes in the marketing landscape.
9. Using an example, explain the consumer buying process.
10. Explain brand concepts and brand equity.
11. Explain Importance of Market research.
12. How does Market research help in providing solutions to marketing problems? Explain using an example.
13. Explain with examples the difference between qualitative and quantitative research.
14. What do you understand by consumer market? Explain with examples.
15. Explain the Consumer buying decision process.
16. Explain the major factors that influence consumer behaviour.
17. What do you understand by Business Market? Explain with examples.
18. Explain the Business buyer decision process.

- 19.Explain different types of Industrial products.
- 20.Explain the difference between Institutional and government markets.
- 21.Explain different types of consumer products
- 22.What are product line and product mix decisions.
- 23.Explain the 8(eight) stages of the product development process.
- 24.Explain the five product levels.
- 25.What do you understand by the terms Segmentation, Targeting and Positioning?
- 26.What are the different marketing strategies as per Product's Life Cycle (PLC)?
- 27.How can Retailers and Wholesalers add value to marketing?
- 28.Explain Integrated Marketing Communication Mix tools/Promotion mix tools.
- 29.Which are the different Channel levels for consumer and business products?
- 30.Explain how distribution channels are designed and managed?