

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

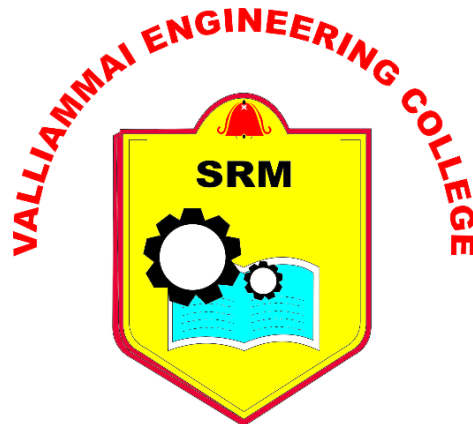
QUESTION BANK

II SEMESTER

1915207 MARKETING MANAGEMENT

Regulation – 2019

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QUESTION BANK

SUBJECT : 1915207 MARKETING MANAGEMENT

SEM / YEAR: II/I

UNIT I INTRODUCTION		09	
Marketing – Definitions - Conceptual framework – Marketing Process-Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in the global environment.			
PART A			
SNO	Questions	BT Level	Competence
1	Define marketing	BTL 1	Remembering
2	What is societal marketing?	BTL 2	Understanding
3	Identify the fundamental factors that impacts marketing	BTL 3	Applying
4	Define External Marketing.	BTL 4	Analyzing
5	Prioritize the objectives of marketing	BTL 5	Evaluating
6	Define a Marketing Information system	BTL 6	Creating
7	Relate the significance between Marketing and selling.	BTL 4	Analyzing
8	State the necessary skills of Marketing Manager	BTL 1	Remembering
9	“Market ignites Business” Illustrate	BTL 3	Applying
10	List the essence of Marketing.	BTL 4	Analyzing
11	What do you mean by Marketing intermediaries?	BTL 5	Evaluating
12	What is Production?	BTL 6	Creating

13	What is the global environment?	BTL 1	Remembering
14	List the important factors that influence the internal environment of the Organization	BTL2	Understanding
15	What is the Information system?	BTL 3	Applying
16	Define Marketing Interface.	BTL 4	Analyzing
17	Define Value Creation.	BTL 1	Remembering
18	What is Macro Environment?	BTL 2	Understanding
19	Why is the Joint Venture required?	BTL 1	Remembering
20	List the advantages and disadvantages of Licensing arrangements used to enter a foreign country.	BTL 1	Remembering
21	Define External Marketing.	BTL 4	Analyzing
22	List the difference between Marketing and selling.	BTL 1	Remembering
23	Write the evolution of marketing.	BTL 2	Understanding
24	Define a Marketing Information system	BTL 1	Remembering

PART B			
1	Explain the Product concept	BTL 2	Understanding
2	What is marketing? Clearly discuss the evolution of the modern concept of marketing.	BTL 2	Understanding
3	Account for the growing importance of marketing and explain the various functions of marketing.	BTL 3	Applying
4	Explain in detail the Marketing process in detail.	BTL 4	Analysing
5	Discuss the marketing environment factors that influence a new business of your choice.	BTL 5	Evaluating
6	Comparatively discuss the scope of internal and external factors of Marketing	BTL 4	Analysing
7	List out and explain the relative importance of all environmental forces affecting the marketing system of a firm.	BTL 1	Remembering
9	Examine how markets are classified on the basis of the nature thereof the transaction and on the basis of commodities.	BTL 2	Understanding
10	“Study of marketing is inter-related with other disciplines” – Discuss.	BTL 3	Applying
11	What are various methods and sources of financing current financial needs? Explain the types of credit extended by retailers to the consumers.	BTL 4	Analysing
12	Evaluate the role, scope, and importance of the marketing information system.	BTL 1	Remembering
13	“Marketing begins before production and ends after production” Discuss.	BTL 2	Understanding
14	Explain in detail the challenges and opportunities of marketing in the global environment	BTL 4	Analysing

15	Evaluate the innovative approaches for effective marketing	BTL 5	Evaluating
16	Justify the marketing function's interface with other areas of business	BTL 5	Evaluating
17	Elaborate the role of Marketing Manager and substantiate with suitable examples	BTL 6	Creating

PART C

1	What are the current approaches used in marketing?
2	Marketing starts with customers and ends with customers. Do you agree with the statement? Give suitable justifications for your answer
3	Imagine yourself as a marketing manager and narrate your experience about marketing project that you brought in on time & under budget
4	What did you see as a challenge that today's marketing managers face?
5	Evaluate the approaches that designs the marketing framework.

UNIT II MARKETING**09**

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis – Analysis of

PART A

SNO	Questions	BT Level	Competence
1	What is meant by the strategy?	BTL 1	Remembering
2	Define Marketing Strategy.	BTL 2	Understanding
3	List the Key Drivers of Marketing Strategies	BTL 1	Remembering
4	What is Industrial Marketing?	BTL 1	Remembering
5	Differentiate between industrial and consumer marketing.	BTL 5	Evaluating
6	What is Consumer Marketing?	BTL 1	Remembering
7	Differentiate Consumer Marketing and Services Marketing	BTL 1	Remembering
8	What is services marketing?	BTL 2	Understanding
9	Outline the unique characteristics of services.	BTL 3	Applying
10	Suggest any four strategies for services marketing.	BTL 4	Analyzing
11	Write a short note on competitor analysis.	BTL 5	Evaluating
12	Classify the different forms of competition.	BTL 6	Creating
13	Define Marketing Strategy and marketing plan.	BTL 1	Remembering

14	What do you mean by marketing mix?	BTL2	Understanding
15	List the strategies employed in consumer durable marketing.	BTL 3	Applying
16	Illustrate the term competitor.	BTL 4	Analyzing
17	What do you understand by Competitor analysis?	BTL 1	Remembering
18	Assess the benefits of competitor analysis.	BTL 2	Understanding
19	What do you mean by the threat of substitutes?	BTL 1	Remembering
20	Identify the main sources of competitor information.	BTL 1	Remembering
21	“Consumer may or may not be customer” Infer	BTL 2	Understanding
22	List out the driving strategies for Marketing	BTL 1	Remembering
23	What is Industrial Marketing?	BTL 1	Remembering
24	Define Services Marketing	BTL 1	Remembering

PART B			
1	Explain the Marketing Strategy Formulating Process for a Consumer Product.	BTL 1	Remembering
2	What is a marketing strategy? Explain the key drivers of marketing strategies.	BTL 2	Understanding
3	Explain the importance of strategic planning and control in modern business.	BTL 3	Applying
4	What are the benefits of integrated and coordinated strategic marketing plans?	BTL 4	Analysing
5	Discuss the causes of growing consumerism. What are the remedies to provide consumer satisfaction?	BTL 5	Evaluating
6	What is the marketing of services? Point out the reasons for the phenomenal growth in the service market.	BTL 6	Creating
7	What is services marketing? Explain its characteristics in detail.	BTL 1	Remembering
8	“The marketing of services is one of the fastest-growing areas of marketing and distribution”- comment.	BTL 2	Understanding
9	What are the distinctive features of services marketing? Elaborate on the importance of additional marketing mix elements appropriate for services marketing.	BTL 3	Applying
10	What is competitor analysis? How do you analyze the competitor for FMCG products? Explain with suitable examples.	BTL 4	Analysing
11	Explain the various strategies for Industrial marketing and consumer marketing.	BTL 1	Remembering
12	Explain various strategic marketing mix components.	BTL 2	Understanding
13	Describe the various factors that affect the marketing mix in detail.	BTL 4	Analysing
14	Identify the strategical elements of marketing mix	BTL 1	Remembering

15	Evaluate the potential differences between Consumer and Services Marketing	BTL 5	Evaluating
16	Construct the marketing mix for financial companies	BTL 6	Creating
17	Design an effective marketing mix strategy for Globalization	BTL 6	Creating

PART C

1	Mention a few competitors for a product of your choice and give the competition products qualities that you wish your brand had
2	Explain the formulation of the marketing mix of a service organization. Give examples of bank or insurance marketing mix.
3	Using competitor analysis evaluates the strengths and weaknesses of the competitor firm of your choice.
4	Apply the competitor analysis for a consumable product of your choice
5	Develop an internal environmental factor that influence the marketing strategies of telecom industry

UNIT III MARKETING MIX DECISIONS**09**

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	What is product planning and development?	BTL 3	Applying
4	Can you assess the importance of product planning and Development	BTL 4	Analyzing
5	List down the various stages of the Product Life cycle.	BTL 2	Understanding
6	Define Market Segmentation with examples.	BTL 1	Remembering
7	Define Positioning in marketing.	BTL 1	Remembering
8	What do you understand by channel management?	BTL 2	Understanding
9	Outline the major channel alternatives open to companies.	BTL 3	Applying
10	Illustrate the Multichannel Distribution strategies.	BTL 4	Analyzing
11	Identify the functions of marketing channels.	BTL 3	Applying
12	Describe the concept of advertising.	BTL 2	Understanding
13	Define sales promotion	BTL 1	Remembering
14	What are the objectives of sales promotion?	BTL2	Understanding
15	What are the objectives of pricing?	BTL 3	Applying
16	Briefly elaborate on penetration pricing.	BTL 4	Analyzing
17	Outline the concept of Promotional pricing.	BTL 2	Understanding

18	In your opinion what is the market skimming price?	BTL 1	Remembering
19	Examine the term target marketing.	BTL 2	Understanding
20	Write a critical note on the policy of resale price maintenance.	BTL 1	Remembering
21	What are the factors affecting the price of a product?	BTL 1	Remembering
22	What is targeting and positioning strategy?	BTL 1	Remembering
23	Interpret the disadvantages of multi-channel distribution strategies.	BTL 2	Understanding
24	Outline various levels of Market segmentation.	BTL 4	Analyzing
PART B			
1	What do you understand by Product Planning? Briefly discuss the problems of introducing new products.	BTL 1	Remembering
2	Explain the stages of the Product Life Cycle and strategies to adapt at every stage	BTL 2	Understanding
3	Describe the product classification in detail with the help of diagram.	BTL 3	Applying
4	Explain the concept of the Product life cycle with examples.	BTL 3	Applying
5	Why do new products fail? What are the critical forces influencing the management of products?	BTL 4	Analyzing
6	Describe the various stages of new product development with suitable examples.	BTL 5	Evaluating
7	What is the conditions precedent to successful marketsegmentation?	BTL 4	Analyzing
8	Discuss the major market segmentation variables for water purifiers and their benefits.	BTL 1	Remembering
9	Explain the bases for segmenting consumer markets.	BTL 2	Understanding

10	Explain in detail various types of Positioning.	BTL 3	Applying
11	Summarize the Different Types of Distribution Strategies.	BTL 4	Analysing
12	'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.	BTL 1	Remembering
13	Define pricing; Discuss the various methods of pricing.	BTL 2	Understanding
14	Discuss the multistage approach to pricing.	BTL 4	Analysing
15	Explain in detail the factors to be considered before setting of prices.	BTL 1	Remembering
16	Examine various strategies related to targeting the market.	BTL 4	Analysing
17	What do you understand by product positioning? Discuss the main concerns that are to be kept in mind while positioning your product.	BTL 3	Applying

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 kid's 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 learned of the future conventional foods, they decided to venture into the cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fundraising 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 a supply of 20 kgs every day. Now the mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with the 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 great market potential and are perishable food.</p> <p>Questions</p> <ol style="list-style-type: none"> How will you advise Sachin and Virag on increasing consumer awareness about this new food? What would be your suggestions for a distribution channel for mushrooms.
5	<p>“Consumer is always a rational humanbeing.Hence economic basis for segmentation is the most appropriate method”. Do you agree? Give reasons. Also throwlight on the importance of segmenting markets.</p>

UNIT IV		BUYER BEHAVIOUR		09
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 Business Buyer behavior.	BTL 1	Remembering	
2.	Summarize the organizational factors that influence business buyer behavior	BTL 2	Understanding	
3	Give the difference between industrial and individual buying behaviour.	BTL 3	Applying	

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

20	How can companies increase customer loyalty?	BTL 1	Remembering
21	What is customer churn?	BTL 1	Remembering
22	Outline the importance of Consumer Behaviour.	BTL 2	Understanding
23	List various types of online buyers.	BTL 4	Analyzing
24	Outline the ways by which organizations can build Customer Satisfaction.	BTL 2	Understanding

PART B			
1	What are the environmental and individual factors that influence industrial buyer behavior?	BTL 1	Remembering
2	Summarize the psychological factors that influence consumer buying Behavior and explain its importance.	BTL 2	Understanding
3	How companies build customer satisfaction. Identify the methods to measure customer satisfaction.	BTL 3	Applying
4	What do you infer from the learning model of consumer behavior?	BTL 4	Analysing
5	Explain the Howard sheth model with diagrammatic representation.	BTL 3	Applying
6	Discuss the industrial buying decision process.	BTL 5	Evaluating
7	Illustrate a marketing strategy to market a switchgear project to the Airport Authority of India.	BTL 4	Analysing
8	Describe and classify various types of buyer behaviour models.	BTL 1	Remembering
9	Why win-win “style is recommended while negotiating with customers. What guidelines would you follow to adopt this style?	BTL 2	Understanding
10	Using what you have learned explain relationship management (CRM) with suitable examples and state why is it important in the modern-day business context.	BTL 3	Applying
11	Analyze how customer acquisition happens in companies and list the types of customer relationship management (CRM)	BTL 4	Analysing
12	Explain in detail the fundamentals of Customer relationships management.	BTL 1	Remembering

13	Briefly explain the customer retention strategies followed by companies.	BTL 2	Understanding
14	Identify the causes of customer defection and state the measures of redirecting defection.	BTL 4	Analysing
15	Explain the process of the CRM Cycle along with its advantages.	BTL 1	Remembering
16	What are the reasons for measuring customer satisfaction?	BTL 1	Remembering
17	Discuss in detail various levels of customer retention strategies.	BTL 2	Understanding

PART C

1	How do you see the future of online marketing?
2	Design a buyer behavior model for the purchase of durable goods.
3	How is CRM changing and what does the business owner need to be aware of?
4	In the future can CRM be applied in the entire business environment?
5	<p>Wal-Mart Stores, the largest retailer in the world, will start advertising in Vogue magazine next month in an effort to add more upscale shoppers and improve its image. The eight pages of ads in the September issue feature women, including an art professor, a fund-raiser and a stay-at-home mom, offering testimonials about Wal-Mart's apparel, said Elissa Lumley, a Vogue spokeswoman. Wal-Mart is seeking to transform its image as a discounter after a rival, Target, spurred sales growth by offering exclusive products by designers including Michael Graves. Target, which has also sought more affluent consumers, bought all the ads in the issue last week of The New Yorker.</p> <p>Questions:</p> <ul style="list-style-type: none"> • “Walmart Is there a overlap between two customer segments of Walmart and vogue ? • Can Walmart change its image and appeal to an upscale shopper?

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING**12**

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

S.no	Questions	BT Level	Competence
1	What is meant by Marketing Information System?	BTL 1	Remembering
2	Outline the characteristics of MIS.	BTL 2	Understanding
3	Define the term advertising media.	BTL 2	Understanding
4	What is meant by Market research?	BTL 3	Applying
5	Examine the steps in market research.	BTL 4	Analyzing
6	Define market intelligence.	BTL 1	Remembering
7	Compare marketing research and marketing information systems.	BTL 2	Understanding
8	What is meant by survey research?	BTL 1	Remembering
9	Define the term consumer behaviour.	BTL 2	Understanding
10	List out the importance of the Pre-Launch Survey.	BTL 3	Applying
11	What is meant by online marketing?	BTL 4	Analyzing
12	Define the term social marketing	BTL 1	Remembering
13	Infer the importance of consumer research.	BTL 2	Understanding
14	What is your opinion is a franchise organization?	BTL 2	Understanding
15	What is cause-related marketing?	BTL 1	Remembering

16	How will you state or interpret in your own words internet marketing?	BTL2	Understanding 9
17	Making use of theory summarizes the essential features of a well-designed web page	BTL 3	Applying
18	What is meant by retailing and list the retail formats based on service?	BTL 4	Analyzing
19	What is retail research?	BTL 1	Remembering
20	Define customer-driven organisations.	BTL 2	Understanding
21	List some companies involved in web-based marketing.	BTL 1	Remembering
22	Why do we need ethics in marketing?	BTL 2	Understanding
23	Infer the importance of consumer research.	BTL 4	Analyzing
24	List down the various stages in customer driven organization.	BTL 4	Analyzing

PART B

1	Define a marketing information system and explain the importance of information to the company and its understanding of the marketplace.	BTL 1	Remembering
2	Outline the steps in the marketing research process.	BTL 2	Understanding
3	Identify and explain the objectives and applications of Market research.	BTL 3	Applying
4	Explain the various techniques of marketing research	BTL 4	Analysing
5	Examine the attributes of a marketing information system and List the advantages and disadvantages of cause-related marketing	BTL 4	Analysing

6	Examine why mass communication is important in Business?	BTL 2	Understanding
7	Explain the concepts and types of marketing research and their role in product development.	BTL 4	Analysing
8	Discuss the ethical issues and role of ethics in marketing.	BTL 1	Remembering
9	Describe the steps in the advertising creation process with an example.	BTL 2	Understanding
10	Explain in detail about Digital Marketing Communications.	BTL 3	Applying
11	Examine the ethical issues relating to the promotion and Analyse the importance of product research.	BTL 4	Analysing
12	Discuss various forms of promotional activities.	BTL 1	Remembering
13	Describe the role, guidelines, and regulations of marketing ethics in global markets.	BTL 2	Understanding
14	Analyze the important enablers of online buying.	BTL 4	Analysing
15	What are the Barriers to online buying by consumers?	BTL 1	Remembering
16	Discuss ethics in marketing. Explain the ethical issues in related to price and marketing research.	BTL 4	Analysing
17	Describe various trends and techniques in online marketing.	BTL 1	Remembering

PART C

1	Develop a Marketing Information System for Mobile phone marketing.
2	Give a case study example of an e-commerce marketing trend versus conventional marketing in developing new electronic consumer products.
3	Advertisement helps in creating brand value for the Company- Comment.

4	How can we enhance our retailing marketing strategy to grow sales?
5	What should a company consider to avoid unethical marketing? How could unethical marketing affect its brand?