

# **SRM VALLIAMMAI ENGINEERING COLLEGE**

**(An Autonomous Institution)**

SRM Nagar, Kattankulathur – 603 203

## **DEPARTMENT OF MANAGEMENT STUDIES**

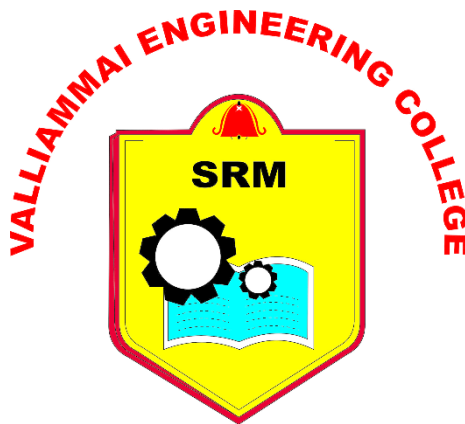
### **QUESTION BANK**

#### **II SEMESTER**

#### **BA3266 – MARKETING MANAGEMENT**

**Regulation – 2023**

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*Prepared by*

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**UNIT – I – INTRODUCTION****SYLLABUS:**

Marketing – Definitions - Conceptual framework – Marketing Process - Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Resource Management, Information System. Marketing in a global environment. Adapting marketing practices to new liberalised economy.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Define the term marketing.	Remembering	Level 1	CO1
2.	Outline the nature of marketing.	Understanding	Level 2	CO1
3.	List down the core concepts of marketing.	Remembering	Level 1	CO1
4.	Differentiate between marketing and selling.	Understanding	Level 2	CO1
5.	State the utility concept of marketing.	Understanding	Level 2	CO1
6.	Recall the functions of marketing.	Remembering	Level 1	CO1
7.	Distinguish between the product and production concept of marketing.	Understanding	Level 2	CO1
8.	State the objectives of marketing management.	Remembering	Level 1	CO1
9.	Differentiate between Needs, Wants and Demand.	Understanding	Level 2	CO1
10.	What is meant by Customer Driven Marketing Strategy?	Remembering	Level 1	CO1
11.	Recall the concept of societal marketing.	Remembering	Level 1	CO1
12.	Identify the characteristics of the marketing environment.	Understanding	Level 2	CO1
13.	Why is Relationship Marketing important?	Remembering	Level 1	CO1
14.	Differentiate between internal and external marketing environment.	Understanding	Level 2	CO1
15.	Recall the importance of a marketing information system.	Remembering	Level 1	CO1
16.	Illustrate the importance of marketing with special reference to India.	Understanding	Level 2	CO1
17.	List the components of internal marketing environment.	Remembering	Level 1	CO1
18.	Cite the challenges associated with marketing in India.	Understanding	Level 2	CO1
19.	State the elements of external marketing environment.	Remembering	Level 1	CO1

20.	Compare Domestic and International Marketing.	Understanding	Level 2	CO1
21.	Define Global Marketing.	Remembering	Level 1	CO1
22.	Illustrate the features of global marketing.	Understanding	Level 2	CO1
23.	What is meant by Franchising?	Remembering	Level 1	CO1
24.	State the characteristics of Global Marketing.	Understanding	Level 2	CO1

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Explain the Nature, scope and importance of Marketing.	Applying	Level 3	CO1
2.	Analyse in detail the Core concepts of Marketing.	Analysing	Level 4	CO1
3.	“Consumer is the King of Business” – Illustrate with suitable example.	Applying	Level 3	CO1
4.	Give a comparative analysis of the various approaches towards marketing orientation with the pros and cons.	Analysing	Level 4	CO1
5.	Apply the concept of the marketing environment to analyze the impact of external factors (political, economic, social, and technological) on the automotive industry.	Applying	Level 3	CO1
6.	Analyse the impact of external marketing environment in conducting the Business .	Analysing	Level 4	CO1
7.	Apply the concept of the marketing interface to demonstrate how marketing can collaborate with production to reduce product costs without compromising quality.	Applying	Level 3	CO1
8.	Illustrate how the marketing and finance departments of a multinational corporation can work together to determine a competitive pricing strategy for a product.	Analysing	Level 4	CO1
9.	Develop the conceptual framework of marketing management for FMCG product of your choice.	Applying	Level 3	CO1
10.	Appraise the influence of internal marketing factors such as leadership, culture, and resources on the success of a digital transformation initiative.	Analysing	Level 4	CO1
11.	Examine the prospects and challenges for future growth and development of marketing as the pivotal element of Indian economy.	Applying	Level 3	CO1

12.	Analyze how the marketing and finance departments of a multinational corporation can work together to determine a competitive pricing strategy for a product.	Analysing	Level 4	CO1
13.	Marketing function is, “an act that involves all functional areas of Business” – Appraise on the interfacing functional elements.	Applying	Level 3	CO1
14.	Explain the challenges and opportunities faced by multinational corporations in adapting their marketing mix to global markets.	Analysing	Level 4	CO1
15.	Examine in detail the significance of Marketing Management as one of the core functional area for any Business.	Analysing	Level 4	CO1
16.	Analyze the effectiveness of the marketing mix in addressing the needs of different consumer segments in a liberalized economy.	Analysing	Level 4	CO1
17.	Articulate the principles of marketing to demonstrate how companies can modify their marketing practices in response to a newly liberalized economy.	Applying	Level 3	CO1

## UNIT – II – MARKETING MIX DECISIONS

### SYLLABUS:

Product planning and development – Product life cycle – New product Development and Management- Market Segmentation – Targeting and Positioning – Multi Channel Distribution strategies - Channel dynamics – Vertical Marketing System, Horizontal Marketing System, Multichannel Marketing System – Advertising and sales promotions – Pricing Objectives, Policies and methods, Strategic Marketing Mix components – Marketing Mix in International Environment.

### PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define the term marketing mix.	Remembering	Level 1	CO2
2.	Recall the elements of marketing mix.	Understanding	Level 2	CO2
3.	List the characteristics of marketing mix.	Remembering	Level 1	CO2
4.	Differentiate between Product and Service.	Understanding	Level 2	CO2
5.	Identify the levels of a product.	Understanding	Level 2	CO2
6.	State the significance of product planning for Market effectiveness.	Remembering	Level 1	CO2
7.	List out the stages in Product Life Cycle.	Understanding	Level 2	CO2

8.	Recall the characteristics of product.	Remembering	Level 1	CO2
9.	Compare Direct and Indirect Channels of distribution.	Understanding	Level 2	CO2
10.	What are the objectives of product planning?	Remembering	Level 1	CO2
11.	What is meant by promotion mix?	Remembering	Level 1	CO2
12.	Describe the stages in new product development process.	Understanding	Level 2	CO2
13.	What is meant by market segmentation?	Remembering	Level 1	CO2
14.	Identify the levels of market segmentation.	Understanding	Level 2	CO2
15.	Describe Market Targeting.	Remembering	Level 1	CO2
16.	Distinguish between Limited and Full Market Coverage Targeting.	Understanding	Level 2	CO2
17.	Define Advertising.	Remembering	Level 1	CO2
18.	Identify the characteristics of Advertising.	Understanding	Level 2	CO2
19.	Define Sales Promotion.	Remembering	Level 1	CO2
20.	Compare Differentiated and Undifferentiated marketing.	Understanding	Level 2	CO2
21.	What is meant by positioning?	Remembering	Level 1	CO2
22.	Identify the factors affecting pricing decisions.	Understanding	Level 2	CO2
23.	What is meant by Multi Channel Distribution Strategy?	Remembering	Level 1	CO2
24.	Differentiate between Push and Pull Strategy.	Understanding	Level 2	CO2

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Illustrate product classification in detail with the help of diagram.	Applying	Level 3	CO2
2.	Examine the objectives and importance of product planning.	Analysing	Level 4	CO2
3.	Make use of a neat diagram and explain the various stages in the new product development process.	Applying	Level 3	CO2
4.	Examine the different stages of Product Life Cycle with suitable examples and its importance in Marketing process.	Analysing	Level 4	CO2
5.	Examine the basis of market segmentation.	Analysing	Level 4	CO2

6.	Appraise the various methods of sales promotion.	Analysing	Level 4	CO2
7.	Articulate the concept of market targeting and the various strategies involved in market targeting.	Applying	Level 3	CO2
8.	Analyse the various strategies that can be used by marketers in positioning their product.	Analysing	Level 4	CO2
9.	Examine components of marketing mix and the factors affecting marketing mix decisions.	Applying	Level 3	CO2
10.	Categorise on the factors affecting the selection of distribution channel.	Analysing	Level 4	CO2
11.	Examine the elements of promotion mix along with the merits and demerits.	Applying	Level 3	CO2
12.	Comparatively discuss the effectiveness of Sales promotion and Advertising.	Analysing	Level 4	CO2
13.	Establish a detailed outline on the various types of advertising.	Applying	Level 3	CO2
14.	Analyse on the types of advertising media and state the pros and cons.	Analysing	Level 4	CO2
15.	Explain the Strategic marketing mix components.	Applying	Level 3	CO2
16.	“Consumer is always a rational human being. Hence economic basis for segmentation is the most appropriate method.” Appraise the statement with suitable recommendations.	Analysing	Level 4	CO2
17.	Develop a detailed sketch and explain the various pricing policies / methods.	Applying	Level 3	CO2

### UNIT – III – MARKETING STRATEGY

#### **SYLLABUS:**

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing –Services Marketing- Market Estimation - Market potential, demand forecasting and sales forecasting– Competitor analysis - Analysis of consumer and industrial markets.

#### PART- A

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	What is meant by marketing strategy?	Remembering	Level 1	CO3
2.	What are the elements of marketing strategy?	Understanding	Level 2	CO3
3.	List out the key drivers of marketing strategy.	Remembering	Level 1	CO3

4.	Define industrial marketing.	Understanding	Level 2	CO3
5.	What are the strategies for industrial marketing?	Understanding	Level 2	CO3
6.	Define consumer marketing.	Remembering	Level 1	CO3
7.	What is meant by consumer behavior?	Understanding	Level 2	CO3
8.	What is the significance of branding in consumer marketing?	Remembering	Level 1	CO3
9.	Differentiate between industrial marketing and consumer marketing.	Understanding	Level 2	CO3
10.	Define services marketing.	Remembering	Level 1	CO3
11.	Outline the characteristics of services.	Remembering	Level 1	CO3
12.	Differentiate between goods and services.	Understanding	Level 2	CO3
13.	Interpret the various challenges faced in services marketing.	Remembering	Level 1	CO3
14.	What are the additional 'Ps' for Services Marketing?	Understanding	Level 2	CO3
15.	What is meant by competitor analysis?	Remembering	Level 1	CO3
16.	List down the steps in competitor analysis.	Understanding	Level 2	CO3
17.	Interpret the factors involved in competitive analysis.	Remembering	Level 1	CO3
18.	Define sales forecasting.	Understanding	Level 2	CO3
19.	Compare between customer and consumer.	Understanding	Level 2	CO3
20.	Recall the meaning for industrial market.	Remembering	Level 1	CO3
21.	What are the different types of industrial markets?	Remembering	Level 1	CO3
22.	Outline the characteristics of the consumer market.	Understanding	Level 2	CO3
23.	Define market positioning.	Remembering	Level 1	CO3
24.	What is Demand Forecasting?	Understanding	Level 2	CO3

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Examine the key drivers of marketing strategies.	Applying	Level 4	CO3

2.	Analyze the characteristics and Marketing strategies in 'B2C' Marketing.	Analysing	Level 4	CO3
3.	Identify the key components of consumer marketing with examples.	Applying	Level 3	CO3
4.	Categorize the strategies used in industrial marketing and consumer marketing.	Analysing	Level 4	CO3
5.	Examine the application of Porter's model in competitor analysis.	Applying	Level 4	CO3
6.	Identify the relationship between Market Estimate and Market Potential.	Analysing	Level 3	CO3
7.	List the steps involved in formulating the Marketing Strategies with suitable example.	Applying	Level 3	CO3
8.	Classify and explain the different types of industrial markets.	Analysing	Level 4	CO3
9.	Examine the need and importance of Sales Forecasting Techniques.	Analysing	Level 4	CO3
10.	Identify in detail the steps involved for competitor analysis.	Analysing	Level 3	CO3
11.	Discuss the significant aspects of Product and Services Marketing.	Applying	Level 3	CO3
12.	Classify the differences between sales forecasting and demand forecasting.	Analysing	Level 4	CO3
13.	Analyze the uses of SWOT analysis in assessing competitors?	Applying	Level 3	CO3
14.	Identify the importance of demand forecasting in industrial marketing with examples.	Analysing	Level 4	CO3
15.	List the significance of pricing strategies in consumer marketing with examples.	Applying	Level 4	CO3
16.	Identify the role of customer segmentation, targeting, and positioning (STP) in consumer marketing.	Analysing	Level 3	CO3
17.	Examine the industrial buying process and its implications for marketing strategy.	Applying	Level 4	CO3



**UNIT – IV – BUYER BEHAVIOUR****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- Controlling of marketing efforts.

**PART- A**

<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	What is meant by individual buyer behavior?	Remembering	Level 1	CO4
2.	State the importance of consumer behavior.	Understanding	Level 2	CO4
3.	List down the buying motives of consumers.	Remembering	Level 1	CO4
4.	Outline the influential factors in buying behavior of baby products.	Understanding	Level 2	CO4
5.	Define Consumerism.	Remembering	Level 1	CO4
6.	Enlist the factors influencing consumer behavior.	Understanding	Level 2	CO4
7.	What is meant by Online Buyer Behavior?	Remembering	Level 1	CO4
8.	Write a note on dissonance – reducing buying Behavior.	Understanding	Level 2	CO4
9.	Define industrial buying.	Remembering	Level 1	CO4
10.	Who are the participants in the industrial buying Process?	Understanding	Level 2	CO4
11.	Identify the factors that influence industrial buyer Behavior.	Remembering	Level 1	CO4
12.	Differentiate between industrial buying and Consumer buying.	Understanding	Level 2	CO4
13.	What are the components of CRM Cycle?	Remembering	Level 1	CO4
14.	Summarize the features of online buying.	Understanding	Level 2	CO4
15.	List out the types of online buyers.	Remembering	Level 1	CO4
16.	Interpret any four key barriers of online buying.	Understanding	Level 2	CO4
17.	What is customer satisfaction?	Remembering	Level 1	CO4
18.	Interpret the determinants of customer satisfaction.	Understanding	Level 2	CO4
19.	Define CRM.	Remembering	Level 1	CO4
20.	State the objectives of CRM.	Understanding	Level 2	CO4

21.	What is meant by customer acquisition?	Remembering	Level 1	CO4
22.	Summarize what is customer retention?	Understanding	Level 2	CO4
23.	Illustrate the types of defectors.	Remembering	Level 1	CO4
24.	How to reduce defection rate?	Understanding	Level 2	CO4

PART- B				
S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Articulate the Buyer Decision making process.	Applying	Level 3	CO4
2.	Differentiate between Industrial and Consumer Buyer behavior.	Analyzing	Level 4	CO4
3.	Explain the features of Buyer Behavior Model with reference to a product or service.	Applying	Level 3	CO4
4.	Illustrate the different types of Buyers in the Consumer Market.	Analyzing	Level 4	CO4
5.	Discover the factors influencing consumer behavior.	Applying	Level 3	CO4
6.	Illustrate the industrial buying decision-making process.	Analyzing	Level 4	CO4
7.	Articulate the factors influencing industrial buyer behavior.	Applying	Level 3	CO4
8.	Categorize the selective motives that influence buying Behavior.	Analyzing	Level 4	CO4
9.	Differentiate between industrial buying and consumer buying.	Applying	Level 3	CO4
10.	Explain online buying behavior. Evaluate the steps in online buyer behavior.	Analyzing	Level 4	CO4
11.	Articulate the importance of building customer satisfaction.	Applying	Level 3	CO4
12.	Examine how companies can build the required customer satisfaction.	Analyzing	Level 4	CO4
13.	Discover the methods to measure customer satisfaction.	Applying	Level 3	CO4
14.	Explain customer relationship management and its process.	Analyzing	Level 4	CO4
15.	Sketch out the factors influencing acquisition and the strategies used for it.	Applying	Level 3	CO4

16.	Explain the strategies for customer retention. Bring out the benefits of customer retention.	Analyzing	Level 4	CO4
17.	Examine the causes of customer defection and also discuss the ways to reduce defection rate.	Applying	Level 3	CO4

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

**SYLLABUS:**

Marketing Information System – Research Process – Concepts and applications: Product – Digital Advertising - Digital and Mass Communication – Promotion — Retail research – Customer driven organizations - Cause related marketing- Global Target market selection -Ethics in marketing – Online marketing trends

**PART- A**

S.NO	QUESTIONS	COMPETENCE	BT LEVEL	CO Level
1.	Define MIS.	Remembering	Level 1	CO5
2.	What are the attributes of marketing information System?	Understanding	Level 2	CO5
3.	What is the scope of MIS?	Remembering	Level 1	CO5
4.	What are the components of MIS?	Understanding	Level 2	CO5
5.	Define marketing research.	Remembering	Level 1	CO5
6.	List the objectives of marketing research.	Understanding	Level 2	CO5
7.	What is Retail Research?	Remembering	Level 1	CO5
8.	Outline the practical applications of marketing Research.	Understanding	Level 2	CO5
9.	State the various sources of data for conducting Marketing research.	Remembering	Level 1	CO5
10.	List the methods of collecting primary data.	Understanding	Level 2	CO5
11.	Differentiate primary data and secondary data.	Understanding	Level 2	CO5
12.	What is product research?	Remembering	Level 1	CO5
13.	What is advertising and promotion research?	Remembering	Level 1	CO5
14.	Illustrate the importance of advertising research.	Understanding	Level 2	CO5
15.	What do you understand by customer driven Marketing?	Remembering	Level 1	CO5
16.	Bring out the objectives of cause related Marketing.	Understanding	Level 2	CO5

17.	What is cause – related marketing?	Remembering	Level 1	CO5
18.	Distinguish between advertising and direct Marketing.	Understanding	Level 2	CO5
19.	What is Buzz marketing?	Remembering	Level 1	CO5
20.	Illustrate the objectives of Sales Promotion	Understanding	Level 2	CO5
21.	What is Brick and Click strategy?	Remembering	Level 1	CO5
22.	List the methods of direct marketing.	Understanding	Level 2	CO5
23.	What is ethics in marketing?	Remembering	Level 1	CO5
24.	Recall the domains in online marketing.	Understanding	Level 2	CO5

<b>PART- B</b>				
<b>S.NO</b>	<b>QUESTIONS</b>	<b>COMPETENCE</b>	<b>BT LEVEL</b>	<b>CO Level</b>
1.	Evaluate the importance and components of MIS?	Applying	Level 3	CO5
2.	Bring out the scope and importance of marketing research.	Analyzing	Level 4	CO5
3.	Explain Marketing Research Process in detail with suitable examples.	Applying	Level 3	CO5
4.	Explain the various techniques and steps in the marketing research process.	Analyzing	Level 4	CO5
5.	Articulate on the methods of collecting Primary data and Secondary data.	Applying	Level 3	CO5
6.	Explain the customer driven organization concept in relation to Industrial marketing.	Analyzing	Level 4	CO5
7.	Articulate the various sources for obtaining information for effective management of Marketing Information System.	Applying	Level 3	CO5
8.	Compare and contrast the advantages and disadvantages of online marketing.	Analyzing	Level 4	CO5
9.	Construct a comparison model on online marketing and traditional marketing.	Applying	Level 3	CO5
10.	Illustrate the online marketing trends and techniques.	Analyzing	Level 4	CO5
11.	Articulate the important advertising media and point out their relative role and advantage.	Applying	Level 3	CO5

12.	Identify the advantages and disadvantages of cause – related marketing.	Applying	Level 3	CO5
13.	Analyse the steps to be taken by marketers to create customer –driven organizations.	Analyzing	Level 4	CO5
14.	Explain the strategies and benefits of customer driven marketing.	Analyzing	Level 4	CO5
15.	Articulate the ethical issues in marketing mix.	Applying	Level 3	CO5
16.	Explain the significance of Ethics in Marketing with suitable illustrations in the Indian Marketing scenario.	Analyzing	Level 4	CO5
17.	Categorize and explain the ethical issues in marketing research.	Applying	Level 3	CO5