

QUESTION BANK
SUB- MARKETING MANAGEMENT
MCOM 2ND SEMESTER (P-203)

A. One Mark Question.

1. What is marketing management?
2. Define marketing mix.
3. What is a target market?
4. Explain the concept of market segmentation.
5. What is a marketing plan?
6. Define product life cycle.
7. What is SWOT analysis in marketing?
8. What is market research?
9. Explain the term "brand equity."
10. Define pricing strategy.
11. What is competitive analysis in marketing?
12. What does ROI stand for in marketing?
13. Define marketing communication.
14. What is the difference between advertising and publicity?
15. Explain the concept of a marketing channel.
16. What is a marketing objective?
17. Define consumer behavior.
18. What is the role of marketing in a company's strategy?
19. Explain the term "market positioning."
20. What is a marketing mix strategy?
21. Define market share.
22. What is the significance of customer relationship management (CRM)?
23. Explain the concept of a marketing budget.
24. Define guerrilla marketing. What is the purpose of a marketing audit?
25. Explain the term "product differentiation."
26. What is the importance of market segmentation in marketing?
27. Define marketing ethics.
28. Explain the concept of the "unique selling proposition" (USP).
29. What is the role of market research in marketing decision-making?

30. Define the term "consumer satisfaction."
31. What is a marketing strategy?
32. Explain the concept of a brand extension.
33. What is the importance of a call to action (CTA) in marketing?
34. Define marketing automation.
35. What is the difference between a product and a service in marketing?
36. Explain the concept of a marketing plan's executive summary.
37. What is the role of pricing in the marketing mix?
38. Define market positioning statement.
39. What is a marketing objective hierarchy?

B. Twelve Mark Question.

1. Discuss the elements of the marketing mix and their significance in marketing management.
2. Explain the importance of market segmentation in developing a marketing strategy. Provide examples.
3. Describe the stages of the product life cycle and discuss the marketing strategies appropriate for each stage.
4. How can a company effectively utilize SWOT analysis in its marketing planning process?
5. Discuss the steps involved in conducting market research and its role in making informed marketing decisions.
6. Explain the concept of branding and its significance in marketing. Provide examples of successful branding.
7. Compare and contrast the advantages and disadvantages of different pricing strategies in marketing.
8. How does digital marketing differ from traditional marketing, and what are the key considerations for a company choosing between the two?
9. Discuss the role of advertising and public relations in a company's marketing communication strategy.
10. Explain the concept of a marketing channel and discuss the factors to consider when designing an effective channel strategy.
11. Describe the importance of setting clear marketing objectives and provide examples of SMART marketing objectives.

12. Discuss the factors influencing consumer behavior and how understanding consumer behavior can benefit marketing efforts.
13. Explain the concept of market positioning and discuss strategies for creating a strong brand positioning.
14. Discuss the concept of integrated marketing communication (IMC) and its role in modern marketing strategies.
15. Describe the steps involved in developing a marketing plan and the key components of a comprehensive marketing plan.
16. How can a company effectively measure the return on investment (ROI) of its marketing campaigns?
17. Discuss the ethical considerations in marketing, including potential ethical dilemmas and ways to address them.
18. Explain the concept of product differentiation and how it can be used as a competitive advantage in marketing.
19. Discuss the importance of customer relationship management (CRM) in building and maintaining customer loyalty.
20. Describe the factors to consider when selecting marketing channels and distribution partners for a product or service.
21. Explain the concept of a marketing audit and the key areas that should be assessed during the audit process.
22. Discuss the role of marketing in the growth and expansion of a business, especially in international markets.
23. Explain the concept of guerrilla marketing and provide examples of successful guerrilla marketing campaigns.
24. Discuss the challenges and opportunities of marketing in the age of social media and online communities.
25. Describe the concept of marketing automation and its potential benefits for businesses.
26. Compare and contrast the marketing strategies for selling a physical product versus a digital product.
27. Explain the importance of pricing strategies in managing a product's life cycle.
28. Discuss the role of culture in shaping consumer behavior and marketing strategies in a global context.
29. Describe the concept of brand extensions and the potential risks and rewards associated with them.

30. How can a company effectively evaluate the success of its marketing strategies and make adjustments as needed to achieve its objectives?