

SGBAU, AMRAVATI-MBA PROGRAMME

Question Bank-Marketing Management-MBA II Semester

MM-UNIT-I

Long Answer Questions: 14 Marks

1. Explain the nature and scope of Marketing in the globalised era?
2. Enumerate the structure of marketing organization of any company of your choice?
3. Discuss in detail the corporate orientation towards market place?
4. Explain internal and external marketing environment? How environmental scanning is carried out? Discuss?
5. Explain the various marketing concepts and highlight the major differences between marketing orientation and selling orientation?
6. What do you understand by marketing environment? Explain various environmental scanning techniques?
7. Explain the term marketing and selling? Elaborate in detail various functions of Marketing Management?
8. "Marketing is managing profitable customer relationship". Justify the statement by considering nature and scope of marketing Management in Global Competition?
9. What do you mean by marketing management? Discuss in detail Customer orientation, System Approach and Goal Orientation of Marketing?
10. Discuss various Marketing organizations with their respective functions?
11. Explain in brief 'Understanding of market place & customer needs' with appropriate examples.

12. What do you understand by Marketing Environment? Explain with examples the environmental factors which have the potential to influence the Marketing Strategies.
13. Define and explain the term marketing? How do you feel is Marketing different from selling? Justify with suitable example?

MM-UNIT-II

Long Answer Questions: 14 Marks

1. Explain the significance of Marketing Planning? Outline the Process of strategic Marketing Plan?
 2. Explain the importance of marketing mix elements in strategic Marketing Plan?
 3. What do you mean by Market Segmentation? Explain in detail various bases of Market segmentation?
 4. What do you mean by STP? What are the essential requirements for effective STP?
 5. Illustrate various bases for segmenting consumer markets.
 6. Explain the concept of market segmentation. What measures are taken for effective segmentation?
 7. What are the basic elements of strategic planning? Describe the steps involved in strategic planning for Business Organization?
 8. What do you mean by Strategic planning tool in marketing? Explain in brief BCG Model and GE Matrix?
 9. What are the differences between targeting and positioning? Write in detail about positioning of any one product or service of your choice?
 10. What are the objectives of Marketing Plan? Outline and discuss steps in Marketing Plan?
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MM-UNIT III-

1. What do you mean by PLC? Describe in detail various stages of PLC?
2. Discuss in detail the Process of New Product Development?
3. “Brand Power is assessed on basis of customer’s perception of Brands reliability”. Justify the statement by considering the essentials of Branding decisions?
4. What are the repositioning strategies that a company should adopt at maturity stage of the Product?
5. What are the different pricing strategies and models?
6. What is meant by Price discrimination? Discuss the different types of Price Discrimination?
7. What is skimming and penetration pricing? Discuss the situations where skimming and penetration pricing is suitable?
8. ‘Packaging acts as silent sales person’. Justify by illustrating the concept of packaging with the help of Product or service of your choice?
9. What is Brand? Discuss the importance of Branding to both Buyers and sellers?
10. Critically discuss the usefulness of Product Life Cycle concept to Marketing Managers?
11. What is meant by Product line? What are the major product line decisions?

MM-UNIT IV-

1. What do you mean by 'Physical Distribution'? What are levels in Distribution Channels? Explain the determinants of Distribution Decisions?
2. Analyze and evaluate the physical distribution techniques?
3. Discuss the role and importance of channels of distribution. Explain the different channels levels?
4. Enumerate the distribution channel strategy for consumer products?
5. Discuss the various steps involved in channel design by a company?
6. Discuss the channel strategy for industrial goods and consumer goods?
7. Discuss the distribution alternatives available to a firm?
8. What are the major factors affecting distribution decisions?
9. In the context of channel of distribution state the role of retailer and wholesaler?
10. 'Physical Distribution is the lifeline of Marketing Mix'. Justify the statement.

1. Define the term Marketing Research? In what ways does MR contribute to the company's competitive advantage? Justify.
 2. Define and discuss Marketing research and its significance in Marketing Management?
 3. What is Sales Promotion? Discuss different tools of Sales Promotion?
 4. Discuss the factors to be considered while determining the promotional mix strategy of a company?
 5. What do you mean by Promotional Mix? Explain the co relationship between advertising and publicity with suitable example?
 6. Define and discuss advertising by enumerating its important components.
 7. Discuss the importance of Promotion mixes in Marketing? Explain in details the Push and Pull Promotions strategies?
 8. What is Personal Selling? Enumerate the steps involved in Personal selling process?
 9. Discuss the concept of IMC-Integrated Marketing Communication with reference to suitable product?
 10. Define Sales Promotions? Explain the different forms of sales promotion?
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