

# Department of B.Com [Bank Management]

## PRINCIPLES OF MARKETING

### II-BBM - BM307T

**\*\*G.BHUVANESWARI**

#### UNIT I INTRODUCTION

##### Part – A

1. Define the term 'Market'.
2. What do you understand by 'segmentation
3. What is Product Mix?
4. What is meant by 'Marketing Mix'?
5. Define market segmentation?

##### PART B

1. Discuss the components of marketing mix.
2. What are the functions of marketing?
3. Bring out the role of marketing in the economic development of a country.
4. What are the bases for market segmentation?
5. Define marketing mix explain its elements.
6. Briefly explain any five factors influencing the modern marketing concepts.
7. Explain the features of modern marketing.
8. What are the benefits of 'segmentation'?
9. Bring out the different classification of 'Market'
10. State any five importances of marketing.

##### PART C

- 1..Explain the functions of Marketing  
the different functions rendered by marketing
- 2.Narrate
- 3.Write a detailed note on classification of market
- 4.Describe the different approaches to the study of marketing
- 5.Explain the classification of market  
Explain the various approaches of marketing life cycle
- 6.

#### UNIT II PRODUCT

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## PART -A

1. Write a note on 'Trade Mark'.
2. Give examples for Brand Name and Trade Nameeant by 'packaging'?
- 3 . What is meant by 'packaging
4. What is meant by Brand?
5. Mention any two kinds of packaging.
6. Mention any two limitations of labeling
7. Write a note on product diversification.
8. What is product mix?
9. State the meaning of the term product.

## PART - B

1. Mention the advantages of branding.
2. What is labeling? Mention its advantages.
3. What are the functions of packaging?
4. Briefly explain the classification of products.
5. What are the advantages of branding to the producers.
6. Briefly explain the five important features of a product.
7. What are the advantages of labeling.
8. Explain the different stages to the New Product Development.
9. Explain the different stages of PLC.
10. Mention any Five functions of Package.
11. How will you classify 'products'?

## PART -C

1. What is process product life cycle?
  2. Narrate the of new product development
  3. Explain the various stages in Product
  4. What are its contents marketing explain? 5.
- Explain the product life cycle with an example
6. Describe the various stages involved in new product introduction
  7. Explain the various stages of the product life cycle

## UNIT III PRICING

### PART -A

- 1 .Define the term 'price'.
2. What do you understand by 'dual pricing'?
3. What do you understand by 'Mark-up pricing
4. What is meant by skimming price?
5. What is odd pricing?
6. Give two reasons to highlight the importance of pricing.

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7. List down any two goals of pricing.
8. What is penetration pricing?
9. Write a note on monopoly pricing.

### **PART -B**

1. What are the three main pricing policies of the marketers?
2. Discuss briefly the steps that are followed in pricing of a product.
3. Explain the external factors affecting pricing decision.
4. Explain the procedure for price determination.
5. Write a short note on pricing policies.
6. Write are the internal factors that affect the pricing decisions?
7. State the objectives of Pricing.
8. What are the three main pricing policies of the marketer?
9. Write a brief note about: a) Skim the cream pricing and b) Penetration pricing
10. Explain any Five factors affecting pricing decision.

### **PART - C**

1. List the different kinds of Pricing and explain any five
2. Discuss the factors that may influence price decisions
3. Explain the different kinds of pricing?
4. Explain the factors affecting the pricing decisions
5. Discuss the various kinds of pricing
6. Describe the factors affecting the pricing decisions

## **UNIT IV      DISTRIBUTION CHANNELS**

### **PART - A**

1. Who is a 'wholesaler'?
2. Who is a 'retailer'?
3. Who is an agent middlemen?
4. Why is channel of distribution important? (any 2 reasons)
5. What is physical distribution?
6. Who is a retailer?
7. Who are middlemen?
8. State any two services rendered by retailers.

### **PART - B**

1. Briefly explain the functions of channels of distribution.
2. What are the different types of wholesalers?
3. Bring out the importance of channels of distribution.
4. What are the essential requisites of retailers?

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5. Explain in brief the functions of middlemen.
6. Write a short note on large scale retailers.
7. List down any ten services rendered by retailers.
8. Write a note on the factors affecting the choice of a distribution channel.
9. What are the various types of retailers?
10. Mention the various kinds of middlemen.
11. What are the conventional types of channels of distribution?
- 12.** Write a brief note about Department stores and Chain stores
- 13.** What are the functions performed by Distribution Channels?

### **PART - C**

1. Explain the functions performed by Retailers
2. Explain the functions performed by Wholesalers
3. Explain the services of wholesalers to producers and retailers
4. Who is a retailer? What are the essential requisites of a retailer
5. What are the services rendered by wholesalers to manufacturers and retailer
6. Explain the services rendered by wholesalers
7. Explain the various channel options available to the manufacturer

## **UNIT V PROMOTION**

### **PART - A**

1. What is an 'advertisement copy'?
2. Define 'advertising
3. What do you mean by 'direct channel
4. What are channels of distribution?
5. What is sales promotion?
6. What is Institutional advertising?
7. What is product advertising?
8. What is indoor advertising?
9. What is personal selling?
10. What is meant by advertisement copy?
11. Define advertising.
12. Give the meaning of the term advertisement media.

### **PART - B**

1. What are the advantages of personal selling?

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2. Discuss briefly the limitations of advertising.
3. What are the various kinds of advertising?
4. Discuss the various stages involved in personal selling.
5. List down the objectives of personal selling.
6. What are the elements of an advertisement copy?
7. What are the factors affecting the choice of an advertisement media.
8. What are the Limitations of Personal selling?
9. Write a note on Advertisement Media.
- 10.** What is an Advertisement Copy? What are its desirable qualities?
11. What are the objectives of 'Promotion'?
- 12.** List out the different kinds of Advertisement Media.

### **PART – C**

- 1.** Discuss the process of personal selling
- 2 . Explain the advantages of advertising from the view point of the manufacturers, dealers and the Consumers
- 3 . How is advertising advantages to a) Customers and b) Sales men
4. Discuss the advantages of advertising
5. Discuss the requisites of a good advertisement copy
6. What are the advantages obtained by manufacturing as a result of advertisement ?

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## **BM307T – PRINCIPLES OF MARKETING**

**By**  
**Dr. R. RAJKUMAR**  
**Asst. Prof**

### **SECTION – A**

**(2 Marks)**

1. What is marketing?
2. What is marketing environment?
3. What is meant by market targeting?
4. Give meaning for market positioning?
5. What is a product?
6. What do you understand by penetration pricing?
7. What is advertising media?
8. What is personal selling?
9. What is E-marketing?
10. What information system?
11. Define Marketing mix?
12. What is meant by Marketing Management?
13. Define market segmentation?
14. State the meaning of personal selling?
15. Define promotion?
16. What is meant by product?
17. Explain channels of distribution?
18. What you mean by market mix?
19. What is product Mix?

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20. What is meant by penetration price?
21. What is positioning?
22. What is marketing research?
23. What is perfect marketing?
24. What is product Mix?
25. Expand: DAGMAR.
26. What is social marketing?
27. Define marketing.
28. State the difference between levels of the market segmentation.
29. Write short note on trading up.
30. What do you mean by skimming pricing?
31. What are zero level channels?
32. State any two advantages of magazine advertising.
33. What is primary data?
34. Define marketing.
35. Point out any two differences between 'Market' and 'Marketing'.
36. What is marketing targeting?
37. Write short note on: product Mix.
38. Who are retailers?
39. Explain the terms: personal selling.
40. What do you understand by marketing research?
41. Give any two advantages of management Information system.
42. What is assembling?
43. What is meant by undifferentiated market?
44. Define pricing.
45. What is MIS?

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## **Section – B**

**(5 Marks)**

1. State the importance of marketing.
2. Describe the approaches to study of marketing.
3. What are the essential of market positioning?
4. Give the benefits of market segmentation.
5. Elucidate the phases of product life cycle.
6. Make a brief note on Resale price Maintenance.
7. What are the advantages of sales promotion?
8. Narrate the process of personal selling
9. Briefly explain the different types of marketing research
10. Elucidate the various stages involved in marketing research
11. Explain the external factors affecting price?
12. Explain the features of Advertisement?
13. Describe the procedure for price determination?
14. Give the objectives of sales promotion?
15. Explain the importance of personal selling and Duties of a salesman?
16. Explain different Modern Marketing?



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17. Discuss briefly the pattern of Market segmentation?
18. Write in detail about Basis for Market segmentation for consumer Markets?
19. Explain the four elements of marketing mix?
20. Explain the economic environment of marketing.
21. What are the criteria for marketing segmentation?
22. What are the advantages of PLC?
23. Explain the qualities of a successful position.
24. Discuss about the basic features of advertising.
25. Explain the qualities of a successful salesman.
26. State the essential requisites of a good MIS.
27. Explain the major area of marketing research.
28. What is marketing? List the importance of marketing.
29. Distinguish controllable forces from uncontrollable forces.
30. How will you classify products?
31. Explain the four objective of promotion?
32. What are the objectives of marketing research?
33. Distinguish between selling and marketing.
34. Explain the demographic variable used for market segmentation.
35. What are the objectives of E-marketing?

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36. Enumerate the characteristics of marketing.
37. Explain the impact of economic factors on the marketing function.
38. How marketing Mix concept helps the business firms?
39. Elucidate the extended 3p's of Marketing.
40. Enumerate the sources of new ideas.
41. Define Marketing. Why is it important?
42. What is market Mix? What are its elements?
43. Discuss the merits and demerits of advertising.
44. Discuss the objectives marketing research.
45. State briefly the influence of the 4'Ms on the internal environment.
46. Explain the detail the various approaches to the study of marketing.
47. What are the different methods of sampling?
48. Write a note on outdoor advertising.
49. Explain the objective of sales promotion.
50. Explain the basic policies.

### **Section – C**

**(10 Marks)**

1. Describe the various internal and external forces that determine the marketing environment.
2. Explain the various method of segmenting the market with suitable diagrams.
3. What are the factors affecting pricing decisions?

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4. Discuss the benefits of advertising to the stakeholders.
5. Enumerate the merits and demerits of E-Marketing.
6. Discuss briefly different types of Markets?
7. Explain the different functions of Marketing?
8. Describe the Micro and Macro environment in India?
9. Explain the various kinds of pricing?
10. Explain the stages in product Life Cycle?
11. Describe the various kinds of Advertising Media?
12. Briefly explain the various functions of marketing.
13. Explain the components of marketing Mix.
14. Explain the various stages involved in the introduction of a new product.
15. What are the services rendered by the wholesalers to the retailers?
16. Explain the benefits and limitations of e-marketing.
17. Discuss the different between bases of market segmentation.
18. What are the different types of pricing policies?
19. What is sales promotion? Discuss its objectives and limitations.
20. Explain the market research process.
21. Enumerate the major factors that should be taken in to account in developing a pricing policy.
22. Explain the various channels available to the manufacture.
23. Describe the stages involved in organizing marketing research.
24. Explain the different steps in marketing research.
25. Explain the different bases off market segmentation.

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26. Explain the different stages of PLC.
27. What is meant by marketing research? Explain the marketing research process.
28. State the feature of modern marketing.
29. Discuss about the new product planning process.
30. Explain the different kinds of advertising.
31. Explain the different types of marketing research.

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