

DEPARTMENT OF B.COM (BANK MANAGEMENT)

SUBJECT: MARKETING

SUB.CODE . EBM620

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Unit 1

Introduction

Marketing –Meaning – Definition- features, importance and function – classification of markets – Marketing orientation – marketing environment – Internal and external factors affecting environment.

PART A (Two marks each)

1. What is Market?
2. Define Market.
3. Define Marketing.
4. What is perfect market?-
5. What is spot market?
6. What is future market/
7. What do you mean by Bullion Market?
8. What is Regulated and unregulated market?
9. What is Commodity market?
10. What do you mean by Barter system?
11. What is market orientation?
12. State the functions of Exchange
13. What are the functions of marketing?
14. State the various approaches of marketing
15. What is Marketing environment?

PART B (5 marks each)

1. What are the Importance of Marketing?
2. What are the various approaches of Marketing?

3. Write about Market orientation.
4. What are the features of marketing?
5. Explain any five factors affecting Marketing environment?
6. What are the objectives of marketing?
7. Describe the functions of Exchange and Physical supply.
8. Explain briefly the external macro environment affecting the marketing function.
9. Explain the impact of the following on the marketing management of a firm.
 - a. Demography
 - b. Economic, Social and Cultural Environment.

PART C (10 Marks each)

1. Bring out the essence of marketing.
2. What are the difference between market and marketing?
3. What are the various classification of market? Describe them briefly.
4. Explain briefly the various functions of marketing.
5. Describe the various environmental factors affecting the marketing function.

Unit 11

Market Segmentation and marketing Mix
 Concept – benefits- basis- Market targeting – market positioning - - Marketing Mix Concept and its components. Extended 3 P's of Marketing mix : People, Process and Physical Evidence (concepts only).

PART A (Two marks each)

1. Define Market segmentation.
2. What is market aggregation?
3. State the various bases for market segmentation.
4. Define Market Targeting
5. Define Market Positioning.
6. What are the elements of marketing mix?
7. State the requirements for effective marketing segmentation
8. State the extended three P's of marketing.
9. Mention the steps in Market targeting.
10. What are the various positioning strategies?
11. List down the factors that affect marketing mix.

PART B (5 marks each)

1. What are the requirements for effective market segmentation?
2. What are the elements of marketing segmentation?
3. What are the 7 components of marketing mix?. Explain.
4. What is market targeting? Describe its steps.
5. Briefly describe the various positioning strategies.
6. What are the benefits of market segmentation?

PART C (10 Marks each)

1. What are the requirements for effective market segmentation?
2. What are the basic elements of marketing segmentation? Explain them briefly.
3. What are the 7 components of marketing mix?. Explain.
4. Describe the various steps in market targeting.
5. Briefly describe the various positioning strategies. How can it be planned?
6. What are the benefits of market segmentation?
7. Explain the bases for Market Segmentation?
8. Define market segmentation. Describe its objectives and importance.
9. What criteria are used for segmenting a market?
10. What are the factors affecting Marketing Mix?

Unit – III

<p>Product and Pricing</p> <p>Product – meaning, features – product mix – stages in New Product planning and Development - Product Life cycle. Pricing – meaning, importance, objectives –factors affecting pricing decision – procedure for price determination – pricing policies and methods</p>
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PART A (Two marks each)

1. Define product.
2. What do you mean by product?
3. What are consumer goods?
4. What are industrial goods?
5. Define the concept of product life cycle
6. What is meant by saturation stage?
7. Define product mix.
8. What is product line?
9. What is Product item?
10. State the various stages in Product Life Cycle.
11. What is product planning?

12. Expand PLC.
13. Define product planning.
14. What is product development?
15. List out the stages in the new product development process.
16. What is price?
17. What do you mean by pricing?
18. What is the prime objective of pricing?
19. State the factors influencing pricing.
20. State the process of price determination of a product.
21. State the pricing policies.
22. What is penetration pricing?
23. What is Skim –the- cream pricing/
24. State any four methods of pricing?
25. What is Break even pricing?

PART B (5 marks each)

1. What is product? List down its marketing characteristics.
2. Describe briefly the classification of goods.
3. What are the stages in product life cycle?
4. What are the dimensions of product mix? Describe them briefly
5. What are the benefits of product mix?
6. What are the important aspects of product planning?
7. What are the scope of Product Planning and Development?
8. Write a note on Test Marketing.
9. What are the factors that influence the pricing decisions?
10. Briefly enumerate the process of determining price for a product.
11. Explain briefly the kinds of pricing.
12. What are the basic pricing policies adopted by firms? Explain them briefly.
13. What are the objectives of pricing?

PART C (10 Marks each)

1. Critically examine the stages in PLC.
2. What do you understand by product planning? Explain the problems of introducing new products.
3. Explain the various product mix strategies.
4. Explain the factors determining the Product mix.
5. Explain the factors to be considered before introducing a product.
6. What are the reasons for failure of a product?
7. Describe the various stages in new product development Process
8. Explain the factors influencing price determination.

9. Explain the various methods of pricing.
10. Explain the bases for pricing policies.

Unit – IV

Channels of Distribution and Promotion

Channels of Distribution – meaning, definition, need for Channels of Distribution – kinds of middlemen and their services – factors to be considered in selecting channels- major channels of distribution. Sales promotion – meaning, purpose, methods, merits and limitations.

Personal selling –steps involved in personal selling - merits and limitations. Advertising – meaning – Medias - merits and limitations

PART A (Two marks each)

1. What do you mean by channel of distribution?
2. What are the various levels of channels of distribution?
3. State the classification of middlemen?
4. What is an Agent middleman?
5. What is a merchant middleman?
6. State the kinds of middlemen.
7. Who is called brokers?
8. Who is an auctioneer?
9. Who is said to be factors?
10. What are departmental stores?
11. What is super market?
12. What is hyper market?
13. What do you mean by sales promotion?
14. Define sales promotion?
15. What is couponing?
16. What is price off promotion and contest?
17. What are buyback allowances?
18. Define personal selling.
19. What do you mean by advertising?
20. Define advertising.
21. State the classification of advertising media.
22. Give two advantages of Newspaper advertising.

PART B (5 marks each)

1. Briefly explain the various channels of distribution?
2. What are the importance of distribution?
3. Explain the various levels of channels?

4. What are the difference between Agent middlemen and merchant middle men?
5. What are the difference between Marketing and distribution?
6. What are the characteristics of agent and merchant middlemen?
7. What are the basic characteristics of wholesaler?
8. What are the characteristics of retailers?
9. What are the essential requisites for success in retailing?
10. What are the objectives and importance of sales promotion?
11. What are the objectives of personal selling?
12. Distinguish between personal selling, salesmanship and advertising.
13. What are the forms of direct advertising?
14. What are the various medias used in Indirect advertising?

PART C (10 Marks each)

1. Explain the factors determining the choice of a particular channel.
2. Explain the various kinds of agent middlemen.
3. Explain the services rendered by wholesalers.
4. Describe the services rendered by retailers.
5. Define retailer. Explain their functions and types.
6. What are the different types of wholesalers?
7. What are the advantages and limitations of sales promotion?
8. What are the types of sales promotional activities? Explain.
9. Explain the steps involved in personal selling.
10. What are the merits and demerits of personal selling?
11. What are the advantages of advertising?
12. Explain the kinds of advertising media.
13. What are the limitations of advertising?

Unit – V

MR, MIS and Recent Trends in Marketing
 Marketing Research – meaning – marketing research procedure – types and techniques of Marketing Research – Marketing information system – meaning, importance and benefits – requisites of good Marketing Information System. E-marketing – meaning – business models associated with E-marketing – benefits and limitations. Recent trends in Marketing

PART A (Two marks each)

1. What is Market research?
2. Define Market Research.
3. What do you mean by MIS
4. Expand MIS
5. Define MIS.
6. What is E-Marketing?
7. State the business models of E-Marketing.

8. What is B2B and B2C model?
9. What is sampling?
10. What is questionnaire?
11. Give any two advantages of Management Information System
12. Define the term: e-marketing
13. What is primary data?

PART B (5 marks each)

1. What are the procedure for Marketing Research?
2. Explain the types of market research?
3. Explain the techniques of Market Research.
4. What is Market Information System? What is the importance of MIS?
5. What are the benefits of MIS?
6. Explain the requisites of good marketing information system.
7. What are the benefits of E-Marketing?
8. What are the tools used in collecting information for marketing research
9. Discuss the objectives of marketing research
10. 'Marketing Information System is called the life blood of marketing'- Comment on this statement.
11. What are the objectives of e-marketing
12. Distinguish between market research and market information system.

PART C (10 Marks each)

1. Explain the business models associated with E-Marketing.
2. What are the limitations of E-Marketing?
3. Explain the recent trends in Marketing..
4. Explain the market research process
5. Describe the stages involved in organising marketing research
6. Explain the different types of marketing Research
7. What is meant by 'Marketing Research'? Explain the Marketing Research process