**AMET Business School**

**Question Bank**

Subject Code: BBA-15 Marketing Management

**Part – A 2 marks**

1. Define Marketing
2. Define marketing management
3. Define the terms Exchange
4. Define the terms Transaction
5. Brief ‘Selling Concept”
6. what are the four P’s in marketing?
7. Define Marketing Management
8. Define Barter System
9. Define Production Concept
10. Define Product Concept
11. Define need and want
12. Define demand
13. What is positioning?
14. What is Segmentation
15. What is Targeting?
16. Who is a buyer?
17. What is branding?
18. What are the kinds of marketing channel?
19. What is micro environment?
20. Classify the marketing functions
21. What is macro environment?
22. Define Segmentation
23. Define Homogeneous Preference
24. Define diffused preference
25. Define cluster preference
26. What are the major segment variables?
27. Define niche marketing?
28. Define demographic segmentation
29. Define psychographic segmentation
30. Define behavioural segmentation
31. Who is a consumer
32. Define reference group
33. Define functional risk
34. Define financial risk
35. Define physical risk
36. Define Psychological risk
37. Define time risk
38. Define social factors
39. Define mass marketing
40. Define service marketing
41. Mention the major influencers of consumer behaviour
42. What is product?
43. What are the levels of product?
44. Define product line
45. Define product mix
46. Define the term brand
47. What is brand equity?
48. Define pricing
49. What are the methods of pricing
50. How to classify the product?
51. How to classify the consumer product?
52. Define augmented product
53. Define potential product
54. What is the meaning of width of a product mix?
55. What is product line stretching?
56. What is pricing?
57. What is product line filling?
58. Define advertising.
59. What are the five M’s in marketing?
60. Define advertising objective.
61. Define sales promotion
62. Define public relations.
63. Define direct marketing.
64. Who is a middleman?
65. What are the types of middlemen?
66. How many channels in consumer product?
67. What is the full form of VMS, HMS, MMS

**Part – B 5Marks Each**

1. Distinguish between marketing and selling
2. What are the characteristics of an effective marketing mix?
3. Explain the functions of Exchange
4. Explain the functions of Physical distribution
5. Explain the Facilitating function
6. Explain marketing management and its evolution
7. List out the marketing mix elements
8. State the relationship existing between selling and marketing
9. Write short notes on demographic and economic environment
10. Write short notes on natural and technological environment
11. Write short notes on political and legal environment
12. Explain the concept of value expectation by customers
13. What is marketing management? Explain the different concepts of marketing?
14. Write short notes on micro environment
15. Distinguish consumer and customer
16. Write short notes on buying, selling and assembling
17. Write short notes on transport, inventory management and warehousing
18. Write short notes on financing, risk taking and after sales service
19. Explain about need, demand and want
20. Write short notes on supply chain
21. Explain the concepts and needs of segmentation
22. Explain the bases for segmenting consumer market
23. Explain the attributes of effective segmentation
24. Write short notes on segmentation
25. what are the attributes of effective segmentation
26. Write short notes on target market
27. What are the buying situations? Explain
28. What are the roles in consumer decision making?
29. What are the steps in consumer decision making process?
30. What are the tools to study buyer behaviour?
31. How do you select the target market?
32. What are the characteristics of social class?
33. Write short notes on Product levels.
34. Write short notes on product mix
35. Define the following: Product width, length, depth and consistency
36. Explain the functions of brand
37. Expound the scope of branding
38. Clarify the pricing objectives
39. Define the following: Variable Cost, Average Cost, Total Cost Write short notes on Geographical Pricing
40. Analyze competitors costs, pricing and offers
41. Explain the factors influencing pricing
42. Explain the role of salesperson
43. Explain the types and nature of middlemen
44. Explain the channel level in consumer marketing
45. Explain VMS and HMS

**Part – C 10 Marks Each**

1 Discuss the evolution of marketing

2 Write short notes on: a) Targeting b) Positioning c) Segmentation

3 What are the different features of product differentiation?

4 What are the different forms of promotional mix? Explain

5 Explain the core marketing concepts.

6 Explain clearly the production, product sales, marketing and societal marketing

concept of marketing.

7 Explain the following:

1. Sales concept b) Product concept c) Production concept d) Marketing concept

8 How micro and macro environments influence marketing decisions?

9 State the external uncontrollable factors of marketing environment.

10 Explain the different functions of marketing management.

11 Write notes on:

1. Need, Want and Demand b) Targeting, Positioning and Segmentation

12 Write notes on:

1. Offering and Brands b) Value and Satisfaction

13 Write notes on:

1. Marketing Channel b) Supply Chain Management

14 Explain in detail: Micro Marketing Environment

15 Explain in detail: Macro Marketing Environment

16 Discuss about technological, Economic and Political Environment

17 Discuss about Legal, Demographic and Social Environment

18 Discuss about Social and Cultural, Technological and Natural Environment

19 Discourse about marketing mix

20 Explain both similarities and differences between selling and marketing.

21 Discuss the bases of Segmenting consumer markets

22 Explain the buying decision process

23Discuss target market and selection of target market

24 Explain the roles in consumer decision marking

25 Discuss the major influencers of consumer behaviour

26 Discuss Product Management

27 Write notes on:

a) Product Levels

b) Product Line Decisions

28 What are the methods of pricing? Explain

29 Discuss the Pricing Objectives Write notes on:

a) Price Sensitivity

b) Elastic demand

c) Inelastic demand

30 Distinguish between consumer and trade promotion

31 Write notes on direct marketing

32 Discuss the role of middlemen in distribution function

33 Explain the factors influencing distribution decisions

34 Discuss the terms and responsibilities of intermediaries