



MEASI INSTITUTE OF MANAGEMENT
CHENNAI-14
Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

MARKETING MANAGEMENT

QUESTION BANK

Part A

Define the following

1. Marketing strategy
2. PLC
3. Wholesaling warehouse
4. Markup pricing
5. Augmented product
6. Test branding
7. Exclusive distribution
8. Marketing research
9. Product positioning
10. E marketing
11. Marketing mix
12. Market segmentation
13. Buyer behaviour
14. Branding labelling
15. Sales promotion
16. Wholesaling promotions
17. Pricing retailer
18. Channel intensity
19. Marketing
20. Counter marketing
21. Synchro marketing
22. What is segmentation
23. Name any four sales forecasting technics
24. State maslow's hierarchy of needs
25. What is trademark
26. Name any four price in method used in global market
27. What do you mean by personal selling
28. What is consumerism

Mr. Farahathullah Khan
Associate Professor

Mrs. NishathSulthana. A
Assistant Professor

Mrs. S. Sumiya
Assistant Professor



**MEASI INSTITUTE OF MANAGEMENT
CHENNAI-14**
Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

29. Define stimulation and marketing
30. Define market segmentation
31. Define marketing mix
32. What is product development
33. Define sales quota
34. What are the problems of consumer protection
35. Write a short note on marketing research agencies
36. What is meant by buying motives
37. What are the objectives of pricing
38. Explain the role of distribution
39. State the different kinds of advertising
40. What is physical distribution
41. What is marketing myopia
42. Define direct marketing
43. Define the term marketing strategy
44. Name any three macro environment

Part B

1. Describe briefly the significance of marketing research
2. Explain the process of strategic planning
3. How do you conduct test marketing
4. Discuss the role of a sales manager in a consumer durable industry
5. Explain the role of bcg matrix in marketing
6. What are the strategies to be adopted in each stage of product life cycle
7. Discuss the emergence of global retailing
8. Explain the model concept of marketing
9. Discuss the different stages in product lifecycle
10. Define marketing. Discuss the challenges that a marketer has to meet in future
11. Explain the consumer behaviour models of consumer goods and industrial goods.
12. Discuss the various sources of data for conducting marketing research
13. What are the qualities required for good salesman
14. Why the new product sale in the market
15. Discuss the importance of e-marketing



**MEASI INSTITUTE OF MANAGEMENT
CHENNAI-14**
Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute

16. Explain the price based marketing strategy in which the principles of market segmentation explain various stages of product life cycle plc
17. Explain the steps in new product development
18. Explain the functions of retailer
19. Discuss any two methods used for evaluating advertising effectiveness
20. Explain the customer satisfaction marketing concept in the principles of direct marketing explain any one sales forecasting techniques
21. Describe the stages in buying decision process
22. Bring out different types of advertising
23. Explain the successful characteristic of a salesman
24. explain various factors that influence industry buying behaviour
25. explain the techniques of sales forecasting
26. discuss the various stages in Product life cycle
27. explain the different methods of channels of distribution
28. discuss the advantage of advertising
29. bring out the uses of market research
30. discuss how the market can be segmented

PART C

1. Explain the factors that influence the distribution channels
2. Briefly explain the pricing strategy
3. Are great salesperson born or made discuss
4. Discuss how the awareness of consumer rights can be promoted through media
5. What are the marketing advantages of branding. How branding facilitates the buyer behaviour
6. Explain the types of pricing methods and factors influencing pricing decisions
7. Discuss the methods available to evaluate the performance of channel participants for non durable items
8. Discuss the different marketing strategy with suitable indian examples
9. Enumerate the steps involved in sales forecasting process
10. Explain importance of segmentation and discuss about various kinds of segmentation practices
11. Discuss any two methods of pricing with limitation and advantages enumerate middleman role in physical distribution channel



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

**Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute**

12. Analyse the present Indian rural marketing environment and highlight activity of any one Indian rural marketplace
13. Enumerate the steps involved in the marketing research process
14. Discuss the factors which influence consumer behaviour
15. Define trademark. State the significance of trademark in the global market
16. Discuss the importance of rural marketing. Explain the factors that influence the market consumer behaviour while buying a new product
17. Discuss the different types of pricing policies. Explain the importance of packaging for a branded product

Mr. Farahathullah Khan
Associate Professor

Mrs. Nishath Sulthana. A
Assistant Professor

Mrs. S. Sumiya
Assistant Professor