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434C2C – MARKETING MANAGEMENT

Second Semester

QUESTION BANK



434C2C - Marketing Management Question Bank

PART A

1. Define marketing management.
2. What are the key concepts of marketing?
3. Differentiate between marketing and services.
4. What is the role of digital marketing in modern business?
5. Identify one current marketing challenge faced by businesses today?
6. Define marketing management.
7. What are the key concepts of marketing?
8. Differentiate between marketing and services.
9. What is the role of digital marketing in modern business?
10. Identify one current marketing challenge faced by businesses today
11. Define Marketing Information Systems (MIS).
12. What is the purpose of Customer Relationship Management (CRM)?
13. Explain the concept of Customer Engagement Marketing.
14. What is Sales Force Automation (SFA)?
15. Define Marketing Analytics.
16. Define buyer behavior in the context of marketing.
17. What are the factors influencing consumer behavior?
18. Explain the concept of buying situation.
19. Describe the stages of the buying decision process.
20. Define industrial buyer behavior.
21. Define branding in marketing.
22. What is the purpose of packaging in product marketing?
23. Explain the concept of new product development.
24. Define pricing strategies.
25. What is integrated marketing communication (IMC)?

PART B

1. Explain the concept of rural marketing and discuss its importance in the Indian context. (5 marks)
2. Describe the components of social media marketing and how it can be effectively utilized by businesses. (5 marks)
3. Discuss the challenges and opportunities of e-rural marketing in the digital age. (5 marks)
4. Compare and contrast international marketing with domestic marketing, highlighting the key differences and challenges. (5 marks)



5. Discuss the importance of analyzing marketing opportunities and how it contributes to strategic decision-making. (5 marks)
6. Explain the process of marketing research and its role as an aid to marketing decisions. (5 marks)
7. Describe different techniques used in sales forecasting and their applicability in marketing planning. (5 marks)
8. Analyze the importance of marketing tactics in achieving organizational objectives, with examples. (5 marks)
9. Discuss the components of a Marketing Information System (MIS) and their roles in supporting marketing decision-making. (5 marks)
10. Explain the importance of Customer Relationship Management (CRM) in building and maintaining long-term relationships with customers.
11. Provide examples of CRM strategies used by companies. (5 marks)
12. Describe the key principles of Customer Engagement Marketing and how it differs from traditional marketing approaches.
13. Discuss the role of technology in enhancing customer engagement. (5 marks)
14. Analyze the benefits of Sales Force Automation (SFA) in improving sales efficiency and effectiveness.
15. Discuss the challenges companies may face in implementing SFA systems and strategies to overcome them. (5 marks)
16. Discuss the factors that influence consumer behavior and how marketers can leverage these factors in their marketing strategies. (5 marks)
17. Explain the different buying situations consumers may encounter and how these situations impact their purchasing decisions.
18. Provide examples to illustrate each type of buying situation. (5 marks)
19. Describe the stages of the buying decision process and analyze the factors that influence consumers at each stage.
20. Discuss the implications of understanding these stages for marketers. (5 marks)
21. Explain the characteristics of industrial buyer behavior and how it differs from consumer buyer behavior.
22. Discuss the key factors that influence industrial buying decisions. (5 marks)
23. Discuss the factors that influence consumer and industrial product decisions.
24. How do these factors differ between consumer and industrial markets? (5 marks)



25. Explain the importance of branding in marketing and how it contributes to building brand equity.
26. Provide examples of successful branding strategies. (5 marks)
27. Describe the stages of the new product development process
28. discuss the strategies companies can use to manage the product life cycle effectively. (5 marks)
29. Analyze different pricing strategies and approaches used by companies.
30. Discuss the factors that influence pricing decisions and how companies can determine the optimal pricing strategy for their products or services. (5 marks)

PART C

1. Explain the industrial marketing process and its significance in B2B relationships.
2. Discuss the key strategies for successful industrial marketing with examples.
3. Define the philosophies of marketing management and discuss how they influence business strategies.
4. Evaluate the role of marketing in the service industry and how it differs from product marketing.
5. Explain the marketing management process, including the steps involved and their significance in strategic planning.
6. Discuss the concept of developing marketing mix strategies and how they can be adapted to different market segments.
7. Describe the role of marketing in service and retail industries, highlighting the unique challenges and strategies involved.
8. Evaluate the impact of the marketing mix on consumer behavior and its implications for marketing strategy development.
9. Discuss the significance of Marketing Analytics in modern marketing practices.
10. Explain how marketing analytics tools and techniques can help companies gain insights into consumer behavior and improve marketing effectiveness.
11. Illustrate with examples how companies use marketing analytics to measure and optimize marketing campaigns, improve customer segmentation, and enhance ROI.
12. Explain the process of implementing a Customer Relationship Management (CRM) system in an organization.



13. Discuss the steps involved, the challenges faced, and best practices for successful CRM implementation.
14. Evaluate the impact of CRM on customer retention, satisfaction, and lifetime value.
15. Discuss how companies can leverage CRM data to personalize marketing efforts and enhance the customer experience.
16. Discuss the process of segmentation, targeting, and positioning (STP) in marketing strategy development. Provide a detailed explanation of each stage and illustrate with examples from real-world marketing campaigns.
17. Evaluate the importance of STP in creating effective marketing strategies and achieving competitive advantage in today's dynamic business environment
18. Discuss the importance of market segmentation, targeting, and positioning (STP) in marketing strategy development.
19. Explain the process of market segmentation, highlighting the different bases for segmentation.
20. Provide examples of companies that have successfully implemented STP strategies and analyze how these strategies have helped them gain a competitive advantage in the market.
21. Explain the concept of customer lifetime value (CLV) and its significance in marketing management.
22. Discuss how CLV can be calculated and used by companies to improve customer retention and profitability.
23. Describe the product portfolio management process and its role in optimizing a company's product offerings.
24. Discuss strategies for managing product portfolios effectively throughout the product life cycle.
25. Discuss the elements of the promotion mix and their role in integrated marketing communication (IMC).
26. Explain how companies can use a combination of advertising, sales promotion, publicity, and personal selling to create a cohesive promotional strategy.
27. Provide examples of companies that have successfully integrated their promotional efforts and evaluate the effectiveness of their IMC strategies.
28. Explain the importance of distribution management and channel management in marketing.



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29. Discuss the factors that influence channel selection and the strategies companies can use to manage channel relationships effectively. Discuss the concept of consumer protection and the awareness of consumer rights in the marketplace.
30. Evaluate the role of regulations and consumer advocacy groups in ensuring consumer protection.