



UNIT-1

1. Discuss the significance of marketing in the context of Indian economy
2. Explain the various marketing concept and state the significance of societal marketing concepts in modern marketing
3. What are the components of marketing mix? Why is it important to have right marketing mix?  
Explain the concept of consumer behavior? Briefly discuss the buying motive which leads to customer to buy the product
5. Describe the marketing management process
6. Explain the following:
  - (i) Product concept
  - (ii) Production concept
  - (iii) Selling concept
  - (iv) Marketing concept
  - (v) Societal marketing
7. What is the key difference between marketing and selling approaches?
8. The essence of marketing is transaction? Discuss the above statement and give reasons in support of your answers with suitable illustrations
9. Explain the concept of marketing and discuss its importance in modern organizations in accomplishing its objectives
10. Explain why the culture, subcultures, social classes, and family's consumers belong to affect their buying behavior.

UNIT-2

1. Explain term marketing environment. Outline different components of marketing environment
2. Explain why positioning is an important element when it comes to targeting consumers
3. Explain the various segmentation used by the marketer with illustration
4. What are the differences among segmentation, targeting and positioning?



5. What do you understand by market segment? Explain the basis of market segmentation.
6. Explain the market analysis and selection procedure
7. Explain the importance of scanning the external environment.
8. Identify the major macro environmental forces that impact the organizations
9. What do you understand by changing marketing environment? What is Marketing Environment?
10. What are the main advantages and disadvantages of market segmentation?

### UNIT-3

1. Explain product life cycle and different stages in PLC? How marketing strategies vary in different stages of product life cycle?
2. Explain the various stages of New Product Development?
3. What are different methods of pricing? Discuss the factors influencing the pricing decision?
4. What is advertising and what is its role in different stages of product life cycle?
5. Briefly discuss the concept of positioning. What is the positioning of :
  - i) Santro car
  - ii) Indian airlines
  - iii) Pepsi
  - iv) Dalda ghee
6. State and explain the conditions essential for successful market segmentation?
7. What do you understand by Brands? Distinguish between brands and trademarks. What considerations are taken in selecting an effective brand?
8. What are the major objectives of product-line decisions? List out the merits and demerits that accrue from these decisions. Explain by giving suitable examples.
9. How cost-based pricing and market-based pricing methods are useful in fixing the price of a new product?
10. Explain the following terms: a) Premium Pricing b) Discount Pricing c) Tender Pricing d) Product line Pricing e) Cost Plus pricing



**UNIT-4**

1. Discuss the factors that govern the selection of channels of distribution by a manufacturer.
2. Explain various types of marketing distribution channels used to reach the final user of a product?
3. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a detergent manufacturer.
4. Discuss the role of personal selling and advertising in promotional industrial products. How does it compare to consumer product promotion?
5. Explain the promotional strategy that you would use during the Growth and Maturity stages of the following products: (i) Men's shoes (footwear) (ii) Laptops
6. Explain the major objectives of advertising. Distinguish between Advertising and Publicity.
7. Write short notes on any three of the following:
8. a) STP strategies b) Targeting Strategies c) Elements of promotion mix d) Promotional Mix e) Marketing Concept.
9. Write notes on any three of the following:
10. (a) Benefits of Segmentation (b) Functions of Marketing (c) Sales Promotion as a tool (d) Role of Branding (e) Direct Marketing
11. Explain the concept of warehousing? State the value and importance of warehousing
12. What do you mean by logistic? Explain the types and importance of logistic

**UNIT-5**

1. Explain in details the emerging trends in marketing
2. Write short notes on:
  - (i) Consumerism
  - (ii) Green Marketing
  - (iii) Social marketing
  - (iv) Green marketing
3. Explain the concept of service marketing
4. Discuss various types of marketing organization structure



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5. Write short notes on

- (i) Marketing Control
- (ii) Direct Marketing
- (iii) Online Marketing

6. Explain the effectiveness of marketing organization and its types