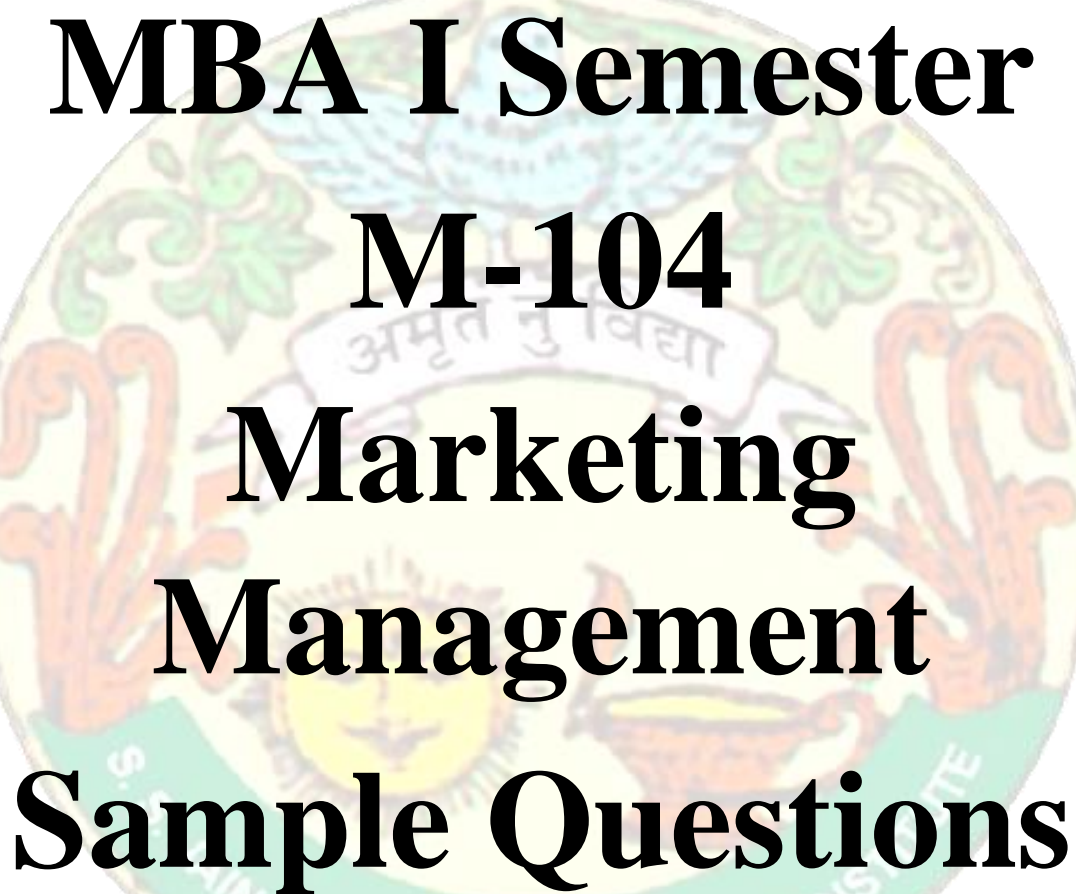


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MBA I Semester
M-104
Marketing
Management
Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

**Part C: Descriptive/ Analytical/ Problem Solving/
Case questions.**

Part A

Unit 1

- Q1. What do you understand by 'Marketing Management'?
- Q2. Write any four characteristics of Marketing Management.
- Q3. Who is a Customer?
- Q4. Give details about the scope of Marketing Management.
- Q5. Write significance of Marketing Management.
- Q6. Discuss the importance of studying marketing management for a management graduate.
- Q7. List five functions that illustrate the importance of Marketing.
- Q8. What is customer engagement?
- Q9. What is Co-creation?
- Q10. What do you understand by 'Holistic Marketing'?
- Q11. What are 4C's?
- Q12. Define market.
- Q13. List out the necessary skills for a Marketing Manager.
- Q14. Define holistic marketing.

Unit 2

- Q15. What is 'Marketing environment'?
- Q16. What is meant by 'SWOT'?
- Q17. Why there is need for analyzing marketing environment?
- Q18. Name the important factors of internal environment?
- Q19. Explain the concept of strategic marketing planning.
- Q20. What is a marketing plan?

Unit 3

- Q21. Define the term 'positioning'.
- Q22. What is market segment?
- Q23. What is targeting?
- Q24. What is perceptual mapping?
- Q25. What do you mean by differentiated targeting strategy?
- Q26. What do you mean by micro marketing?

- Q27. What is mass marketing?
Q28. List any four criteria for evaluating segment attractiveness.
Q29. What is geo-demographic segmentation?
Q30. Differentiate between target marketing and market targeting.

Unit 4

- Q31. Differentiate between functional and psychological needs.
Q32. What are the factors that affect information search?
Q33. What are post purchase outcomes?
Q34. List the factors that affect the consumer decision process.
Q35. How involvement influences the consumer decision process.
Q36. Name the five stages in consumer decision process.
Q37. What is the difference between a need and a want?
Q38. What are the various types of perceived risk?
Q39. How do firms enhance post purchase satisfaction and reduce cognitive dissonance?
Q40. List any four characteristics of consumer buying behavior.

Unit 5

- Q41. What is meant by new product?
Q42. What is labeling?
Q43. What is packaging?
Q44. List the various stages of product life cycle.
Q45. What do you mean by 'brand'? Give example.
Q46. What is product mix?
Q47. Write levels of product.

Unit 6

- Q48. Define the term 'price'.
Q49. What is distribution channel?
Q50. What is meant by B2B?
Q51. Discuss four important features of distribution channel.
Q52. Discuss four important features of logistics management.
Q53. What is Wholesaling?

- Q54. What is retailing?
- Q55. Discuss any four features of wholesaler.
- Q56. What do you mean by the term Price discrimination?
- Q57. Discuss two differences between B2B and B2C.
- Q58. List any two pricing objectives.
- Q59. What do you mean by channel member?
- Q60. Write four functions of channel member.
- Q61. Write importance of pricing.

Unit 7

- Q62. What do you mean by integrated marketing communication?
- Q63. What is 'Advertising'?
- Q64. What are methods of marketing communication?
- Q65. What is meant by public relations?
- Q66. What is Personal selling?
- Q67. Explain the term Direct Marketing.
- Q68. What is meant by Sales Promotion?
- Q69. What do you mean by the Social media marketing?
- Q70. Name the 4E framework of social media.

Unit 8

- Q71. What is marketing strategy?
- Q72. What is profitability control?
- Q73. What do you mean by strategic control?
- Q74. What is customer relationship marketing?
- Q75. What do you understand by Digital marketing?
- Q76. What are limitations of Global Marketing?
- Q77. What is meant by sustainable marketing?

Part B

Unit 1

- Q1. Why is marketing important both within and outside the company?
- Q2. 'Marketing is about satisfying customer needs and wants.' Comment.
- Q3. Marketing can be performed by both individuals and organizations. Explain with an example.
- Q4. Discuss the important philosophies of marketing.
- Q5. Differentiate between marketing and selling.
- Q6. Throw light on concept of relationship marketing and integrated marketing.

Unit 2

- Q7. How can firms use their knowledge of different age or generational cohorts to market their products and services better?
- Q8. What do you understand by 'Marketing environment'? How it is significant for any firm in decision making?
- Q9. Explain the concept of 'Strategic Marketing planning'.
- Q10. How can firms use customer demographics like income, education, and ethnicity to market to their customers better?
- Q11. How internal environment affect the marketing of any goods or services?
- Q12. Explain the concept of SWOT analysis and its significance.
- Q13. Discuss the measures of managing and controlling marketing program.
- Q14. Explain the functions of marketing management.
- Q15. Discuss the marketing environment factors for the cosmetic industry.

Unit 3

- Q16. Outline the different methods of segmenting the market.
- Q17. Explain concept of positioning and how firms do it.
- Q18. For what types of products would you use demographic segmentation?
- Q19. Describe how firms determine whether a segment is attractive and therefore worth pursuing.
- Q20. What do you mean by positioning? Describe the important positioning strategies.
- Q21. Explain the various targeting strategies.
- Q22. Explain the VALS framework for psychographic segmentation.
- Q23. Discuss the requisites of effective market segmentation.

Unit 4

- Q24. Articulate the steps in the consumer buying process.
- Q25. Describe the factors influencing the consumer decision process for a laptop.
- Q26. Describe the buying motives for consumer purchase decisions.
- Q27. Explain the factors influencing consumer buying behavior in brief.
- Q28. Elucidate the types of buying decision behavior with suitable examples.

Unit 5

- Q29. What do you understand by product? Explain the classification of products.
- Q30. Explain levels of product and product hierarchy.
- Q31. Discuss the new product development process.
- Q32. Explain the concept of brand, brand elements and types.
- Q33. Describe the importance of packaging and labeling.

Unit 6

- Q34. Define price and discuss methods of setting price.
- Q35. Critically comment on the factors that determine channels of distribution.
- Q36. What is Wholesaling? Discuss features and importance of wholesaler.
- Q37. What are key differences between wholesaler and retailer?
- Q38. Explain the levels of distribution channels.
- Q39. For each of the following products, should the seller adapt a market skimming or a market penetration pricing strategy? Support your answer in each instance-
- (a) High technology kitchen chimney
 - (b) A high fiber enriched box of cookies
- Q40. Discuss the current trends in wholesaling and retailing.
- Q41. Explain the concept and components of logistics management.

Unit 7

- Q42. 'Advertisement and sales promotion are inevitable in marketing.' Elucidate with example.
- Q43. Distinguish between personal selling and direct marketing.

Q44. What do you mean by marketing communication? Discuss the role of marketing communication mix.

Q45. How marketing communication planning is carried out? Explain.

Q46. Write short notes on:

(a) Direct Marketing

(b) Public Relations

Q47. What is social media marketing? Also explain the categories of social media with suitable examples.

Q48. Evaluate Red Bull's social media strategy using 4E framework.

Unit 8

Q49. Highlight the similarities and differences between a domestic marketing strategy and a global marketing strategy.

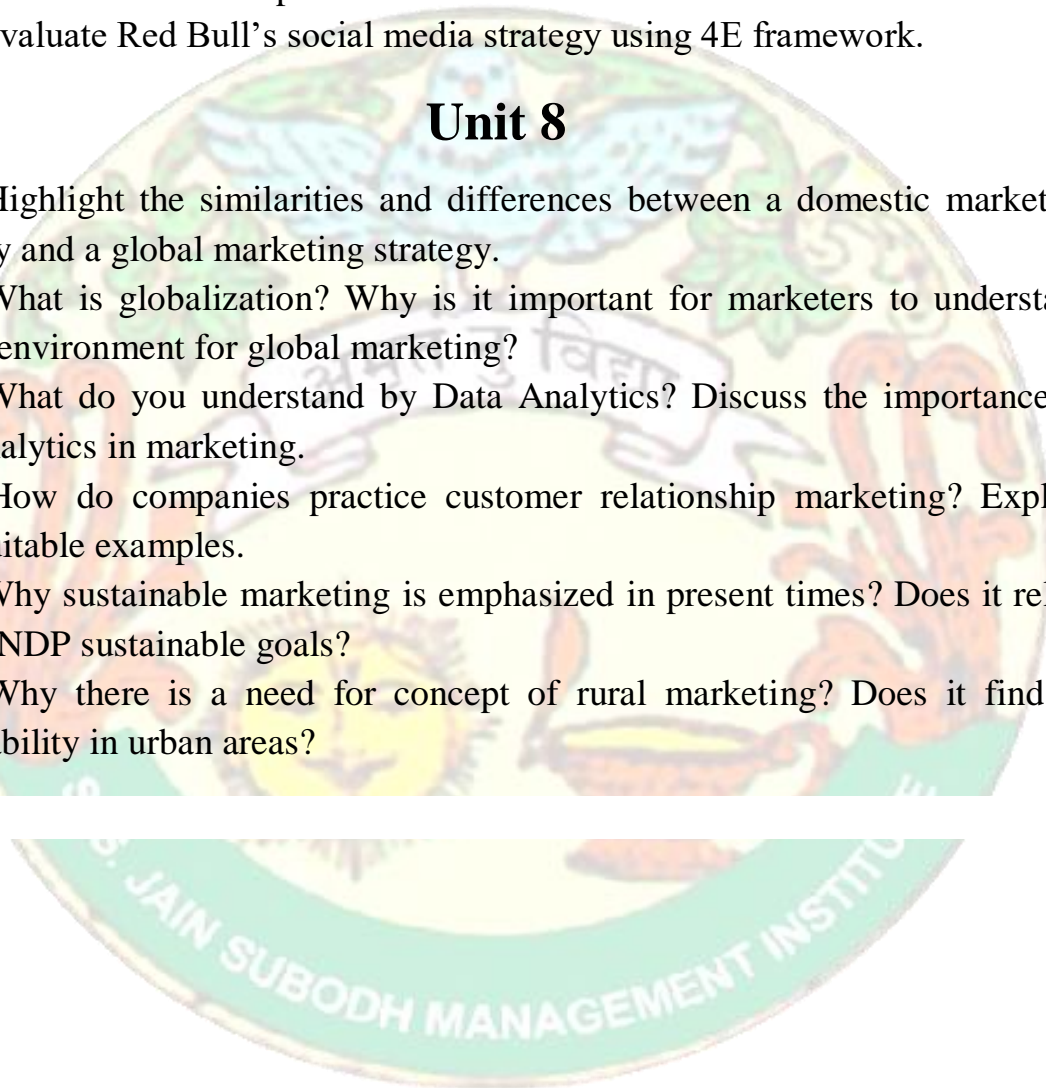
Q50. What is globalization? Why is it important for marketers to understand global environment for global marketing?

Q51. What do you understand by Data Analytics? Discuss the importance of data analytics in marketing.

Q52. How do companies practice customer relationship marketing? Explain with suitable examples.

Q53. Why sustainable marketing is emphasized in present times? Does it relate with UNDP sustainable goals?

Q54. Why there is a need for concept of rural marketing? Does it find its applicability in urban areas?



Part C

Unit 1

- Q1. Describe the concept and elements of marketing mix with example.
- Q2. What is the concept of Holistic Marketing? Explain the various dimensions of holistic marketing.
- Q3. Discuss the concept of customer engagement and how it is measured?

Unit 2

- Q4. Describe the concept of strategic marketing planning and its process in detail.
- Q5. Discuss the important factors affecting marketing environment useful for any company.
- Q6. How strategic planning is significant for an organization? Suggest the measures to manage and control marketing programs.

Unit 3

- Q7. What segmentation methods would you suggest for a small entrepreneur starting her own business selling gourmet chocolates? Justify your answer.
- Q8. You have been asked to identify various segments in the market and then potential targeting strategies. Describe the segments for a pet supply store and then justify the best targeting strategy to use.
- Q9. You have been asked to evaluate the attractiveness of a group of identified potential segments. What criteria will you use to evaluate those segments? Why are these appropriate criteria?
- Q10. Discuss the STP process in detail.

Unit 4

- Q11. Describe the various buyer behavior models.
- Q12. Explain the buying decision process in detail. How buying is affected by demographic factors?
- Q13. What do you mean by consumer buying behavior? Discuss the various types of factors that influence consumer buying behavior.

Unit 5

Q14. Explain the important stages of product life cycle and strategies applicable to each stage.

Q15. Describe the concept of new product development. Also discuss the new product development process.

Q16. Discuss the concept of product line and product line strategies.

Q17. What do you mean by product mix? Explain the important product mix strategies.

Q18. Case Study: Burger King's Satisfries: The Failed French Fry

Burger King introduced the lower-calorie fries with the objective of attracting more health-conscious consumers and boosting its health-friendly image among the fast food giants in the world. But critics questioned its claim about offering fewer calories and a healthier fast food option than its rivals. In August 2014, Burger King Worldwide Inc. (Burger King) dropped 'Satisfries', the low fat French fries which it had introduced less than a year earlier, from the menus of about two-thirds of its restaurants across the US and Canada. The move was attributed to poor sales and failure on the part of the fast food giant to convince customers that Satisfries were a healthier option than regular fries. According to Drew Kerr, President and CEO of Four Corners Communications, Inc., "People who consider themselves in good or excellent health have not been radically moved by Burger King's efforts and in the long run, it was unable to sustain itself with this demo." Burger King failed to attract nutrition-conscious diners through Satisfries, a lower-calorie, healthier version of its French fries, with the result that the company withdrew the product from two-thirds of its restaurants. The failure of Satisfries was a major blow to the global fast food giant which was struggling to provide better dining experiences to customers by serving healthy fast food at its restaurants. The product also failed to satisfy consumers who were not clear about the advantages of Satisfries compared to the company's regular fries. Moreover, its overpricing, weak brand positioning, bad marketing decision, wrong social media advertisements, and lack of product differentiation among others, resulted in the failure of Satisfries.

Questions:

1. Identify Burger King's objective of providing lower-calorie healthy fast food through the introduction of Satisfries.
2. Assess the appropriateness of the introduction of healthy menu items at fast food chains.

3. What health-related challenges were faced by Satisfries as a lower-calorie fast food?
4. What faults in the product promotion and marketing strategy undertaken by the company for Satisfries?

Unit 6

- Q19. Explain the various channel of distribution with their advantages and disadvantages.
- Q20. Define price. Also discuss pricing objectives, policies, methods of setting price and pricing strategies.

Unit 7

- Q21. Describe the concept of marketing communication and its various tools.
- Q22. Explain the marketing communication tools with their advantages and disadvantages.
- Q23. Discuss the important marketing communication tools applied in IPL 2022.

Q24. Case Study: Tupperware - Influencing Opinions through Word-of-Mouth

Tupperware, a direct selling company entered India in November 1996. Tupperware adopted a three-tier network structure. At the lowest level was the Dealer. One rank above the dealer was the Manager who operated a team of six dealers. The manager also had to sell like the dealers, in addition to motivating and training dealers. She got a commission on the sales of her team. Tupperware's famed 'Party Plan' strategy helped the company to connect with potential customers and generate sales from products which were priced at a premium as compared to similar products in the market. The company entered into tie-ups with FMCG players like P&G to increase visibility in the market.

Questions:

1. How did Tupperware use parties to increase sales of its products?
2. "Tupperware's marketing strategy was described by its three Ps - Product, Party Plan, and People." What was unique about Tupperware's marketing?
3. Do you think Tupperware should adhere to its three tier framework in present scenario?

Q25. Case Study 2: Dove - Campaigning for Real Beauty

Dove launched the “Campaign for Real Beauty” in 2004, in response to the findings of a major global study, *The Real Truth About Beauty: A Global Report*, which had revealed that only 2% of women around the world would describe themselves as beautiful (Etcoff, Orbach, Scott, & D’Agostino, 2004). The main message of the Dove campaign was that women’s unique differences should be celebrated, rather than ignored, and that physical appearance should be transformed from a source of anxiety to a source of confidence. This message was delivered through a variety of communication means, including TV commercials, magazine spreads, talk shows, and a worldwide conversation via the Internet. Despite the immense popularity and commercial success of the campaign, it has also been subject to much criticism. Many critics have relentlessly questioned and brought into focus the campaign’s mixed messages, which have left some consumers feeling ambivalent towards the Dove brand. On the one hand, the Dove Campaign for Real Beauty can be viewed as espousing a positive message, with the goal of changing women’s attitudes toward their perception of beauty. On the other hand, consumers are also aware of the campaign’s conflicting goal, one that is imperative and alike to all advertising campaigns, which is to increase sales.

Dove's new promotional campaign tried to break away from the stereotype images of beauty portrayed by the media and advertisements. The campaign titled 'Campaign for real beauty' caught the attention of the public. Dove, a leading cleansing brand from Unilever, has been criticized for coming out with campaigns portraying stereotypic definitions of beauty which promoted the idea that looking great meant being thin. "People feel under pressure to improve their appearance, even at times such as childhood, pregnancy and later in life, when, traditionally, it was OK not to bother," said Tamar Kasriel, Head - Knowledge Venturing, Henley Center, a marketing consultancy.

Questions:

1. Assess the challenges the "Campaign for real beauty" campaign faced and will face in the future.
2. In which ways were "Campaign for real beauty" unique as compared to promotional campaigns of beauty companies?

Unit 8

Q26. Describe the concept of marketing strategy, its implementation and tools for measuring marketing performance

Q27. Write short notes on:

- (a) Digital Marketing
- (b) Sustainable Marketing
- (c) Rural Marketing
- (d) Customer Relationship Marketing
- (e) Global Marketing

Q28. What do you understand by global marketing? Also discuss the Inco-terms and its types.

Q29. Discuss the recent trends in marketing in detail.

