

## **Marketing Management**

**Q1. Who is the marketer ?**

**Q2. What can be marketed ?**

**Q3. What is the market ?**

**Q4. What is the difference between marketing & shopping ?**

**Q5. Define merchandising ?**

**Q6. Is marketing a post production explain ?**

**Q7. Why marketing is called a social process ?**

**Q8. How do needs differ from wants?**

**Q9. What is market offering ?**

**Q10. How do buyers take buying decisions ?**

**Q11. What are the conditions for exchange to take place ?**

**Q12. The sports club provides sports facilities . Will you call this marketing. Give reasons.**

**Q13. Define marketing management. What does it involve.**

**Q14. The role of marketer changes in different situations. How ?**

- a) He creates demand
- b) He restricts demand
- c) He tries to reduce the demand.

**Q15. Difference between marketing and selling ?**

**OR**

**Which is the wider term marketing or selling?**

**Q16. Identify and explain the marketing management philosophy in the given situations.**

- a) Selling is not at all a problem.
- b) Customers buy only after motivation and convincing.
- c) Quality of a product is very important.
- d) Customer satisfaction is the focal point.
- e) Giving importance to social, ethical and ecological aspects of marketing.

**Q17. What are the pillars of the modern marketing concepts ?**

**Q18. Why market research is required ?**

**Q19. Why continuous development or service is necessary ?**

**Q20. What does standardization ensure ?**

**Q21. How is grading useful ?**

**Q22. How can the quality of the product assured or judged by its packaging ?**

**Q23. Is packaging and labeling is the same thing . Give examples to explain it.**

**Q24. Why do marketer develops brands ?**

**Q25. What is the purpose of customer support services ?**

**Q26. How does marketing helps:-**

- a) A firm
- b) A Nation

**Q27. Name the factors effecting marketing decisions ?**

**Q28. Define marketing mix.**

**Q29. Give examples of following:-**

- a) **Physical Products**
- b) **Extended Products**

**Q30 What are the three benefits a customer wants from any product.**

**Q31. Name the physical qualities : Non-Tangible and Psychological Factors with respect to the product decision.**

**Q32. Identify the type of product, give its features, and decide about its pricing decision, distribution channel and promotion:-**

- a) **Medicines**
- b) **Ice-Cream**
- c) **Jewellery**
- d) **Roll-Royes Automobile**
- e) **Stationery**
- f) **Memory Card**
- g) **Electric Bulb**
- h) **Glass**
- i) **Lubricants**
- j) **Nails**
- k) **Packer Pen (Gold plate )**
- l) **Restraunt**
- m) **Insurance Policy**
- n) **Zodiac Tie**

**Q33. Name the essential characteristics of a good brand.**

**Q34. Why do we say packaging play a double role in the success of any products.**

**Q35. Explain the 3 levels of packaging of boroline.**

**Q36. How is a label useful for a customer and the seller both.**

**Q37. How does a brand becomes a trade mark.**

- Q38. Branding adds to the cost but still is preferred by the marketers . Why.**
- Q39. What is a difference between brand, brand mark and trade mark.**
- Q40. Mr. X has launched a new brand of cosmetics . Suggest him a suitable pricing strategy . Giving reasons.**  
**Hint : (The Products are not very high in there quality).**
- Q41. Define and differentiate selling, accumulation, assorting & allocation.**
- Q42. Why does a business need to know about the different components of physical distribution.**
- Q43. Why publicity is the way of promotion is very popular in developing country like India and Thailand.**
- Q44. What are the main factors determining the inventory levels.**
- Q45. Why do people oppose advertising ?**
- Q46. Despite its criticism, advertising is very popular way of communication.**
- Q47. Explain the statement “A sales person should be a better listener than a good speaker” .**
- Q48. How & why a long lasting relationship between a customer and a business man develops.**
- Q49. How are salesman useful to customers.**
- Q50. Why do businessmen prefer using salesman technique sometimes.**
- Q51. How personal selling plays a productive role in the economic progress of a society.**
- Q52. Which types of activities are included in sales promotion.**
- Q53. Define ales promotion.**

**Q54. Identify the sales promotion act and explains:**

- a) Sugar – 5 Kg (MRP : Rs. 150)
- b) Vatika Shampoo Sachet with Women's Era Magazine.

**Q55. How does publicity different from advertisement?**

**Q56. How is information disseminated in publicity?**

**Q57. Why a firm cannot use, publicity to actively promote its products ?**

**Q58. Differentiate between advertising and personal selling ?**

