



INDIAN INSTITUTE OF MANAGEMENT & COMMERCE

DEGREE & P.G COLLEGE, An Autonomous College

Sponsored by VASAVI FOUNDATION & Affiliated to OSMANIA UNIVERSITY

RE-ACCREDITED BY NAAC WITH "A+" GRADE

An ISO 21001 : 2018 Certified College

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Course: M.Com. Year – I Semester-I

Subject: Marketing Management

QUESTION BANK

Unit-I

1. Concept of Marketing & Marketing Mix.
2. Market Segmentation and the bases of segmentation.
3. Niche Marketing
4. Micro Marketing
5. Explain the scope Marketing Management.
6. Elucidate the Market Target Strategies.
7. Explain the concept of Positioning and discuss the bases of Positioning.
8. Discuss the requirements of effective segmentation.

Unit-II

1. Meaning of Marketing Planning.
2. Explain the factors influencing the consumer behaviour.
3. Elucidate the Models of Consumer Behaviour.
4. Discuss various steps in consumer decision process.
5. Contents of Marketing Plan.
6. Business Buying Process

Unit-III

1. Concept of Product
2. Stages in Product Life Cycle
3. New Product Development Process
4. Meaning and Objectives of Pricing
5. Explain Branding-Packaging and Labelling and its strategies.
6. Elucidate various methods of pricing methods.
7. Product Mix Decisions

Unit-IV

1. Objectives of Advertising
2. Media Effectiveness
3. What is Personal Selling?
4. Explain various Sales Promotion Steps and Objectives.
5. Distinguish between Public Relations & Publicity.
6. Discuss various Public Relation Tools.
7. Explain various Direct Marketing Forms.
8. What is Channel Management?
9. Elucidate various Channel Levels and Types.
10. Define Channel Conflict. Explain how to resolve conflict.
11. Wholesaler-Retailer Concepts
12. Format of Retail Stores

Unit – V

1. Concept of Service Marketing
2. Concept of Meta Marketing
3. Write short notes on (i) Strategic Marketing (ii) Cross-Cultural Marketing.
4. Entrepreneurial Marketing & Affiliated Marketing
5. Principles & Strategies of Sustainable Marketing.
