INDIAN INSTITUTE OF MANAGEMENT & COMMERCE
DEGREE & P.G COLLEGE, An Autonomous College
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Marketing Management

Question Bank (2026-27)

Semester-3

Unit-1

Essay answer type

1. Define marketing and explain the scope and importance of marketing
2. Explain the evolution of marketing concepts/Philosophies
3. Discuss the marketing process with suitable diagram
4. Explain the functions of marketing with examples
5. Discuss the role of marketing in economic development
6. Explain the components of marketing environment with examples
7. Discuss the consumer buying decision process
8. Explain the factors influencing consumer buying behavior
9. Describe STP Analysis with examples
10. Explain the basis for market segmentation

Short answer type

1. SWOT Analysis
2. PESTLE Analysis
3. Marketing mix
4. 7 Ps of marketing
5. STP Analysis
6. Marketing Environment (Micro & Macro)
7. Industry analysis
8. Marketing philosophies
9. Selling Vs Marketing

Unit -2

Essay answer type

1. Define a product explain classification of products
2. Explain product mix decisions with suitable examples
3. Discuss the stages of new product development process
4. Explain the product life cycle & marketing strategies at each stage
5. Discuss branding, labelling and packaging decisions
6. Define pricing explain the objectives of pricing

7. What are the factors influencing the pricing decisions
8. Discuss various pricing methods with examples
9. Discuss pricing strategies adopted by firms
10. Explain about price adjustments and pricing policies

Short Answer type

1. Product Mix
2. Define product
3. NPD
4. PLC
5. Branding
6. Packaging
7. Labelling
8. Price discrimination
9. Pricing adjustments

Unit-3

Essay answer type

1. Explain the importance and functions of Marketing channels
2. Discuss different channel distribution strategies
3. Discuss about integrated marketing communication
4. Explain personal selling & personal selling process
5. Discuss advertising objectives and media selection
6. Explain sales promotion techniques with examples
7. Discuss digital marketing and its importance in modern business

Short answer type

1. IMC
2. Importance of promotion mix
3. Elements of promotion mix
4. DAGMAR Approach
5. Advertising budget decisions
6. Objectives of Advertisement
7. Media planning
8. Personal selling
9. Steps in personal selling process
10. Sales promotion
11. Public relations Vs Publicity
12. Direct Marketing

Unit-4

Essay answer type

1. Explain about Integrated Marketing Communication & its importance.
2. Discuss promotion mix in detail.
3. Write about advertising objectives and DAGMAR model.

4. Describe the media planning & advertising budgeting process.
5. Discuss the personal relations and direct marketing strategies.

Short answer type

1. Marketing channels
2. Direct VS Indirect channels
3. Channel levels
4. Functions of wholesalers
5. Marketing intermediaries
6. Omni channel
7. Channel conflict
8. Retailing & its functions
9. Organized VS Unorganized retailing

Unit-5

Essay answer type

1. Explain the strategic planning process
2. Discuss SWOT Analysis in strategic marketing
3. Explain the structure & contents of a professional marketing plan
4. Discuss the process of marketing implementation and control
5. Explain Digital Marketing eco systems
6. Discuss the role of Search engine optimization, social media marketing & Influencer Marketing
7. Explain the role of AI & ML & Big Data Analytics in Marketing management

Short answer type

1. Define strategic planning
2. Vision & Mission & Objectives
3. SWOT Analysis
4. Goal formation
5. Marketing plan
6. Marketing implementation
7. Marketing control
8. SEO
9. Social media marketing
10. Influencer marketing
11. MAR Tech
12. Role of AI in Marketing
13. Big Data Analytics