

Subject: MARKETING MANAGEMENT

Unit-I Product Management

I. Short Answer Questions

1. Concept of Product
2. Product Positioning
3. Product Life Cycle (PLC)
4. Branding, Packaging & Labelling
5. Test Marketing
6. Product Development
7. Product Classification
8. Product Mix
9. Marketing Mix
10. Product Planning

II. Essay Type Questions

1. Enumerate the components under product classification.
2. Explain the stages of PLC with a suitable diagram and illustrate with an example.
3. Discuss in brief about various product mix decisions.
4. Explain the branding strategies involved in promoting the brands.
5. Bring out various factors influencing the product pricing decisions.
6. Explain various types of Branding and Packaging of products.
7. Discuss about the packaging strategies that you adopt in your company.

Unit-II Price Management

I. Short Answer Questions

1. Define Price and Pricing
2. Pricing Objectives
3. Discount Vs Rebate
4. Types of Discounts
5. Psychological Pricing
6. Killer Competition
7. Break-Even Analysis
8. Premiums

II. Essay Type Questions

1. "A product involve certain factors that influence the pricing decisions". Justify the statement.
2. Give appropriate approach to pricing of a product.
3. Mr.Kevin wants to fix a pricing policy for a newly introduced product, in his business. Suggest.
4. Explain the method of pricing that involves," simply adding a percentage of cost to arrive at a price".
5. Distinguish between Competition based and Demand based pricing methods.
6. Discuss various pricing policies and strategies.

Unit-III Promotion Management

I. Short Answer Questions

1. Persuasion Selling
2. Concept of Sales Promotion
3. Objectives of Sales Promotion
4. Advertising Budget
5. Advertising Agency
6. Propaganda
7. Types of Media
8. The Advertising Copy
9. Direct Marketing
10. E-Marketing
11. Dealer Coupons
12. Advertising Layout

II. Essay Type Questions

1. Explain various types of sales promotion tools.
2. Enumerate the factors that affect the choice of selecting a media.
3. Bring out various types of direct marketing methods.
4. Explain the characteristics of Advertising.
5. Distinguish between Indoor and Outdoor Advertising Media.

Unit-IV Channel Management

I. Short Answer Questions

1. Define a Channel of Distribution
2. Role of Marketing Channels
3. Classification of Channels
4. Merchant Middlemen
5. Agent Middlemen
6. Commission Agents
7. Brokers
8. Auctioneers
9. Forwarding and Clearing Agents
10. Factors

II. Essay Type Questions

1. Distinguish between Conventional and Integrated Channels of Distribution.
2. Explain the classification of Intermediaries with the help of a flow chart.
3. Bring out various services rendering by the Wholesaler to Retailer and Retailer to ultimate Consumer.
4. Discuss various factors governing the choice of channel of distribution.
5. Explain those factors that govern the choice of an Intermediary.

Unit-V Strategic Marketing & Market Planning

I. Short Answer Questions

1. Marketing Plan and Planning
2. Strategic Planning
3. Three levels of Marketing Planning
4. Strategic Marketing Vs Marketing Management
5. Strategic Business Unit –SBU
6. Corporate Level Vs Business Level Strategies
7. Competitive Advantage
8. Marketing Strategy

II. Essay Type Questions.

1. “Strategic planning process is a continuous process that starts with Situation Analysis”. Can you explain the stages of analysis involved ?
2. Give guidelines for formulating SBUs.
3. Illustrate the BCG Portfolio Matrix with a suitable diagram and example.
4. Discuss GE’s screening grid based on two parameters i.e., Industry Attractiveness and The Business Strength with a suitable example.
5. Explain the concept of Strategic Business Unit.