

## **Marketing Management (MB-102)**

1. Define marketing management in present context.
2. Distinguish between marketing and selling as the basis of (a) meaning (b) objective and (c) scope
3. Explain the factors affecting pricing of product.
4. Explain any six facilitating functions of Marketing.
5. How personal selling is important to (a) business men (b) Customer and (c) Society
6. What is marketing mix? Explain different elements (or components) of marketing mix
7. State briefly the objectives of Advertising.
8. Distinguish between advertising and personal selling.
9. What is product concept?
10. Tata Steel Ltd. wants to promote its sales in the market. Suggest any three sales Promotion techniques for the purpose.
11. Explain Objectives, Cost and Competition as factors determining the price of a Product.
12. Marketing and selling are synonymous terms. Do you agree? Give reasons.
13. Marketing is much more than selling. Comment.
14. What are the characteristics of an effective marketing mix?
15. How can informal communication among various departments in organization facilitate the marketing function?
16. Define marketing management. Also discuss the qualities of a marketing manager.
17. Write notes on-

- I. Marketing Information System
- II. Marketing Research

18. Explain the concept of 'Product Mix' in detail. Also mention various product mix strategies.
19. What are the benefits of market segmentation? What segmentation bases would you choose for segmenting the market for cosmetics?
20. Explain in brief various concepts of marketing.
21. What do you understand by the term marketing environment. Discuss the factors affecting marketing environment.
22. Differentiate between:

- I. Marketing and selling
- II. Consumer market and Industrial market

23. Discuss various elements of marketing management with examples.
24. Explain Product life cycle with example.
25. Write short note on Advertising.
26. Discuss the retail distribution system in India
27. List down the reasons for failure of new products.
28. Differentiate between C2C and B2B marketing
29. What do you understand by the term rural marketing?
30. Define packaging.