

## **SEMESTER-V**

### **COURSE-B.COM (H)**

#### **PAPER- PRINCIPLES OF MARKETING**

##### **QUESTION BANK**

1. The present day marketing is customer driven. Explain this statement with the help of suitable examples.
2. Distinguish between marketing and selling and explain the marketing concept?
3. “There is only one valid definition of business: to create a customer,” Discuss this statement keeping in view the nature and scope of marketing?
4. What are the important functions to be performed in the process of marketing? Discuss them briefly.
5. Explain marketing philosophies or concepts that have evolved after the advent of modern factory system.
6. Briefly discuss the stages in the evolution of modern marketing concept.
7. Write a short notes on the following:
  - a) Product Concept
  - b) Selling Concept
  - c) Relationship marketing.
8. What are the components of marketing mix of a business concern? Why is it important to have a right marketing mix?
9. Define marketing mix. What factors influence managerial decisions regarding marketing mix?
10. What do you mean by marketing mix? Explain the concept and scope of expanded marketing mix
11. Critically examine the micro and macro environment variables of an organization which affect the decisions taken by its marketing department.
12. Explain how changes in the demographic and economic environment affect marketing decision
13. In what manner do the economic and technological factors influence the demand for a product or service?
14. Why is it necessary to scan marketing environment? Identify and discuss the likely consequences of demographic changes for a pharmaceutical company.
15. A marketer should be sensitive to the environment under which he is operating.. Discuss how some recent changes in the Indian political and legal environment will have a bearing on marketing decisions?
16. What do you understand by consumer behavior ? what is the importance of studying consumer behavior in marketing ?
17. Why should marketers study the behavior of their customers? Explain the role of psychological factors on a consumer’s decision.
18. Briefly explain the influence of socio-culture factors on consumer behavior.
19. Briefly discuss the different stages through which a consumer goes through while buying a consumer durable product, say a computer .

20. Explain the meaning and benefits of market segmentation with help of a few examples.
21. For a strategy of market segmentation to be effective the market must be identifiable and measurable, substantial and responsive.” Explain.
22. Suggest suitable bases to segment markets for the following products :
  - a) Washing machines
  - b) Scooters
  - c) Detergent sops
23. What is mean by market segmentation ? what should be the suitable bases for segmenting the market for the following products :
  - a) Car
  - b) Cosmetics
  - c) Shoes
24. Distinguish between the concepts of market segmentation, targeting and positioning by taking suitable examples.
25. Distinguish between differentiated (segmented) marketing and concentrated (niche) marketing .
26. Write notes on the following:
  - a) Behavioral segmentation
  - b) Target marketing
  - c) Differentiated marketing
  - d) Micro marketing
27. What do you understanding by product mix? With the help of an example of a multi-product company, explain width, depth and consistency of product mix.
28. What are the various levels of a product ? what is the importance of product in the marketing mix of a firm ?
29. What is product mix? Explain the factors which influence the product mix a firm.
30. Packing acts as a silent salesperson”. Comment and explain the various functions of packaging.
31. What are the types of labels used in industry ? what information must be contained on the labels ?
32. What is branding ? why should marketer brand his products ?
33. Explain the concept of product life cycle (PLC). How is understanding of PLC useful to a marketer?
34. What is mean by product life cycle (PLC) ? what are its various stages ? explain the marketing strategies adopted in the maturity stage of plc.
35. Briefly explain the concept of product life cycle (PLC).what strategies should be adopted by a marketer to delay the entry into the decline stage ?
36. What do you mean by new product development ? What are the stages in the process of development of a new product?
37. Distinguish between concept testing, product testing and test marketing. Also discuss why it makes sense to go for test marketing, before launching a product.
38. Write short notes on the following:
  - a) Product life cycle
  - b) New product development ..

- c) Causes of product failure.
39. Pricing is an important element of promotion mix of a company". Comment and briefly explain the various objectives of pricing policy.
40. What are the factor that influence the marketing decision about price of a product ? explain.
41. Discuss the relevance of cost plus pricing used by business firms.
42. What is penetration pricing? How does it differ from skimming-the-cream pricing policy?
43. Differentiate between penetration pricing and skimming pricing. Which of the pricing policy will you recommend for a new product ?
44. Write short notes on the following :
- a) Penetration pricing
  - b) Market skimming pricing
  - c) Psychological pricing
45. What is promotion mix ? Briefly explain the elements of marketing mix.
46. Write a note on Pull vs Push strategy.
47. What is meant by communication or promotion mix ? Suggest a suitable communication mix, with reasons, for the following products:
- a) Herbal shampoo and
  - b) Sachet-packing machine.
48. Write short notes on the following:
- a) Promotion mix
  - b) Integrated marketing communication
  - c) Push vs pull strategy.
49. Discuss the nature of personal selling. What are steps in the selling process and how should a salesman obtain an effective sale?
50. Discuss the significance of personal selling .what are the qualities of a good salesman?
51. Define personal selling. How is it different from advertising?why should a manufacture use personal selling for promotion his product ?
52. What do you understand by sales promotion? Explain its significance.
53. How does sales promotion complement advertising and personal selling?
54. Discuss the importance of channels of distribution in the marketing of goods. What factors will you consider in selecting a suitable channel of distribution ?
55. Discuss the various factors to be considered in choosing a channel of distribution for consumer durable.
56. What do you understand by middleman? Explain their various kinds and discuss their functions
57. Write short notes on the following
- a) Indirect channels
  - b) Selective distribution
  - c) Direct selling
58. Differentiate between intensive distribution, selective distribution and exclusive distribution.
59. Explain the following trends in marketing channels:
- a) Vertical marketing system.

b) Horizontal marketing system.

60. What do you understand by “Direct Marketing”? What are the different types of direct marketing adopted by manufacturers in the Industry?
70. Explain e-Tailers and discuss their merits and demerits.
71. What are the major decision areas of marketing logistics/physical distribution that a firm must keep in mind before setting up a distribution strategy?
72. ”Retailing scenario in India is undergoing a constant change”. Discuss
73. Write a short note on Social Marketing. How is it different from profit oriented marketing?
74. Define and discuss Relationship Marketing.
75. Discuss the growing importance of Rural Marketing. Explain the challenges faced by marketers in dealing with Indian rural markets.
76. Does rural marketing need a different marketing mix? Explain.