



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

## MASTER OF BUSINESS ADMINISTRATION

### TUTORIAL QUESTION BANK

<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>				
<b>Course Code</b>	CMBB19				
<b>Programme</b>	MBA				
<b>Semester</b>	II				
<b>Course Type</b>	Core				
<b>Regulation</b>	<b>IARE - R18</b>				
<b>Course Structure</b>	<b>Theory</b>			<b>Practical</b>	
	<b>Lectures</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Laboratory</b>	<b>Credits</b>
	4	-	4	-	-
<b>Chief Coordinator</b>	Mrs. G Joseph Mary, Assistant Professor, MBA				
<b>Course Faculty</b>	Mrs. G Joseph Mary, Assistant Professor, MBA				

### COURSE OBJECTIVES (COs);

The course should enable the students to:

I	Understand the basic marketing concepts.
II	Analyze markets and design customer driven strategies.
III	Communicate the decisions towards business development with superior customer value.
IV	Aware of distribution channel in marketing

### COURSE OUTCOMES (COs):

Students, who complete the course, will have demonstrated the ability to do the following:

CMBB19.01	Understand the importance, scope, philosophies, strategies and plans of marketing.
CMBB19.02	Demonstrate the concept of market research, marketing information system, process and types of market research.
CMBB19.03	Highlight the concept of consumer decision making, creating customer value, consumer behavior and forms of consumer markets.
CMBB19.04	Examine the cultural, social and personal factors developing products and brands, product cycle and new product development.
CMBB19.05	Design the concept of segmentation of consumer market, business market, requirements for effective segmentation and market targeting.

CMBB19.06	Evaluate the market segmentation and select target market segmentation through positioning maps and positioning strategy.
CMBB19.07	Develop marketing channels, channel intermediaries, channel structure and channel for consumer products.
CMBB19.08	Create the promotional mix, advertising, public relations, sales promotions, personal selling and marketing communication.
CMBB19.09	Examine the concept of communication promotion mix and factors affecting the promotion mix.
CMBB19.10	Analyze the concept of balance of payments, forms of marketing, marketing sustainability, ethics and global marketing.

## TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
<b>UNIT-I</b>			
<b>INTRODUCTION TO WORLD OF MARKETING</b>			
<b>PART-A (SHORT ANSWER QUESTIONS)</b>			
1	Illustrate the term Marketing management	Remember	CMBB19.01
2	Highlight the characteristics of marketing?	Understand	CMBB19.01
3	Examine some of the core marketing concepts in marketing management.	Remember	CMBB19.02
4	Highlight the ethical issues related to marketing research sponcer?	Understand	CMBB19.02
5	Demonstrate is Marketing research?	Remember	CMBB19.01
6	Demonstrate are the various elements of marketing environment?	Understand	CMBB19.01
7	Highlight the importance of marketing to the marketers?	Remember	CMBB19.02
8	Illustrate micro environment factors	Remember	CMBB19.01
9	Illustrate Marketing.	Understand	CMBB19.01
10	Highlight the importance of marketing to the society?	Remember	CMBB19.02
11	Illustrate marketing plan	Remember	CMBB19.01
12	Highlight the various core concepts involved in marketing?	Understand	CMBB19.01
13	Briefly Examine about the various marketing management philosophies.	Remember	CMBB19.01
14	Elaborate the word MIS	Understand	CMBB19.01
15	Demonstrate is marketing environment	Remember	CMBB19.01
16	Illustrate macro environment factors	Understand	CMBB19.01
17	Highlight the importance of marketing to the consumers	Remember	CMBB19.01
18	Illustrate the term marketing strategy	Remember	CMBB19.01
19	Elucidate the Scope of marketing.	Understand	CMBB19.01
20	Design the marketing research with different function?	Remember	CMBB19.02
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Demonstrate do you understand by marketing functions? Examine importance and scope of marketing?	Understand	CMBB19.01
2	Examine in detail about core marketing concepts and their linkage with one another in marketing.	Remember	CMBB19.01
3	Demonstrate is marketing? “Marketing concept is still in its infant state in India”. Comment this statement with a example	Understand	CMBB19.02
4	Illustrate marketing environment. Examine how company’s micro and macro environmental factors influence company’s marketing functions?	Remember	CMBB19.01
5	Demonstrate is marketing strategy in marketing management? Highlight in detail about the core strategies of marketing.	Understand	CMBB19.02
6	Highlight challenges for changing maketing in digital age,rapid globalization andsocial responsibility?	Remember	CMBB19.02
7	Demonstrate is marketing environment ? Highlight the factors environment micro and macro level?	Understand	CMBB19.01
8	State the major steps involved in the process of Marketing research in marketing management?	Understand	CMBB19.02

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
9	Demonstrate is Marketing research? Demonstrate are the characteristics and objectives of marketing research?	Remember	CMBB19.01
10	Demonstrate are the core concepts of Marketing and Highlight the various core concepts of Marketing in detail.	Understand	CMBB19.01
11	Highlight the need for understanding macro environment by the marketer in marketing management.	Understand	CMBB19.02
12	Provide a detailed note on marketing strategies and the marketing philosophies?	Remember	CMBB19.02
13	Demonstrate do you mean by marketing plan? Demonstrate are the steps involved in designing a marketing plan?	Understand	CMBB19.01
14	Highlight the ethical issues related to marketing research vendors, marketing research sponcers and marketing research field staff?	Understand	CMBB19.02
15	Examine the concepts of marketing philosophies impact on the strategic planning process of a firm.	Remember	CMBB19.01
16	Demonstrate do you mean by management information system in marketing management?	Understand	CMBB19.02
17	Briefly Highlight about the steps involved in the process of marketing research?	Remember	CMBB19.02
18	Examine the importance of marketing research in marketing management and outline the procedure of marketing research.	Understand	CMBB19.01
19	Differentiate between developed and developing marketing according to plans, strategies and environment?	Understand	CMBB19.02
20	Illustrate the international marketing research and Highlight the challenges for changing marketing landscape?	Remember	CMBB19.01
<b>PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)</b>			
1	Give a critical profile of the status of ethics being followed in advertising practices by an Indian marketer by referring to a case of your choice	Remember	CMBB19.01
2	Demonstrate effects do you expect the development of interactive electronic media to have retailers collection of marketing research information from the consumers?	Understand	CMBB19.02
3	Articulate a marketing research method for the cement companies of Indian market and design a marketing plan for a new cement company	Remember	CMBB19.01
4	“Marketing both begins and ends with the consumer in market” comment on this statement	Understand	CMBB19.02
5	Describe a marketing strategy for the following company- the xyz company is the major player of mobile phones in the Indian market, because of global competition the company is facing low sales volume. design a marketing strategy for XYZ company	Remember	CMBB19.01
6	“Marketing may be defined as the delivery of a standard of living. The size of marketing task continually becomes greater as standard of living rises.” Elucidate this statement	Understand	CMBB19.02

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<b>UNIT-II</b>			
<b>ANALYZING MARKETING OPPORTUNITIES, CUSTOMER VALUE AND MARKETING MIX</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Illustrate the buyer Decision making Process.	Remember	CMBB19.03
2	Demonstrate is adaption Process	Understand	CMBB19.03
3	Categorize the factors of psychological .	Remember	CMBB19.03
4	Highlight the black box model of consumer behavior	Understand	CMBB19.03
5	Narrate the word Logic branding.	Remember	CMBB19.04
6	Obtain the strategies of Branding .	Understand	CMBB19.03
7	Highlight the approaches of customer values measurement	Remember	CMBB19.04
8	State the strategic implications of low involvement decision making in marketing?	Understand	CMBB19.03
9	Highlight the components of product	Understand	CMBB19.03
10	How are the industrial goods are classified?	Remember	CMBB19.04
11	Illustrate post purchase behavior?	Understand	CMBB19.04
12	Examine the concepts involved in post purchase behavior of consumer?	Understand	CMBB19.03
13	Briefly Highlight the characteristics of customer value ?	Remember	CMBB19.03
14	State the ethical issues concerning new products?	Understand	CMBB19.03
15	Demonstrate are the various factors influencing consumer decision making?	Remember	CMBB19.03
16	Write a short note on branding.	Remember	CMBB19.04
17	Demonstrate is product range strategies?	Understand	CMBB19.04
18	How does product line stretching and line filling increases the line length in Product range?	Understand	CMBB19.03
19	Demonstrate are the advantages arises due to branding both for seller and buyer?	Remember	CMBB19.04
20	State the different types of new products?	Understand	CMBB19.03
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Briefly Highlight types of purchase involvement. Demonstrate relevance does it have with nominal, limited and extended decision making?	Remember	CMBB19.03
2	Present the detailed model of consumer behavior and Highlight model of consumer behavior components.	Understand	CMBB19.04
3	Demonstrate do you mean by marketing mix? Demonstrate are the different elements of marketing mix with a diagram?	Understand	CMBB19.04

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
4	Illustrate brand. Highlight the various features of brand and the main tasks involved in managing brand?	Remember	CMBB19.03
5	State the product lines and Examine the different product line strategies in detail.	Understand	CMBB19.04
6	Demonstrate is the concept of product from the marketing perspective? Demonstrate is product line length and product mix width with a example?	Remember	CMBB19.03
7	State the stages in product life cycle. Highlight how marketing strategies vary from one stage to another.	Understand	CMBB19.03
8	Briefly outline the various stages in new product development in marketing.	Remember	CMBB19.04
9	Highlight Consumer buying behaviour. Describe the factors that determines consumer buying behaviour.	Remember	CMBB19.03
10	Demonstrate is consumer decision making in marketing. Examine the steps in the process of consumer decision making?	Remember	CMBB19.03
11	Briefly outline the different stages involved in product life cycle stage in marketing?	Understand	CMBB19.04
12	Demonstrate the word product mix. Demonstrate is product mix width and product mix depth in product line?	Remember	CMBB19.03
13	Illustrate the marketing mix in marketing management? Demonstrate are the various elements of marketing mix?	Understand	CMBB19.03
14	Briefly describe 'meeting competition' and 'under the market' pricing policies.	Remember	CMBB19.04
15	Demonstrate the steps in the consumer decision making process? Do all consumers decisions involve these steps?	Remember	CMBB19.03
16	Describe the psychological / economic determinants of consumer behaviour? Examine their relevance in marketing decision making?	Understand	CMBB19.03
17	Describe the decision making process leading to buying decisions. do you mean buying motive? Examine some of the important buying motives?	Remember	CMBB19.04
18	Demonstrate the following terms :- (i) Institutional Markets (ii) Government Markets (iii) Business Markets	Understand	CMBB19.03
19	Highlight the following: a) Sales concept b) Product concept c) Production concept d) Marketing concept	Remember	CMBB19.04
<b>PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)</b>			
1	Examine the effect of Indian culture on the Indian market and describe the social factors which are playing important role in developing sales for Indian market	Understand	CMBB19.03
2	Describe the steps involved in product life cycle. Highlight the PLC strategies by selecting a declined product from Bajaj motors (Chetak).	Remember	CMBB19.03

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
3	State the importance of branding in Indian market and Examine the effect of international brands on Indian market	Understand	CMBB19.04
4	“The personality traits and attitudes are important guides to consumer behaviour?”	Remember	CMBB19.03
5	Demonstrate are fads and fashions in a life cycle? How does their behavior differ from normal product life cycle curve?	Understand	CMBB19.04
6	Give a brief list of those factors which have contributed to the growing use of packaging as a marketing tool.	Remember	CMBB19.03
7	Examine on the various factors that can influence on the consumer behavior for consumer electronic gadgets?	Understand	CMBB19.04
8	Highlight the various reasons for success and failure of new products in marketing.	Remember	CMBB19.03
<b>UNIT-III</b>			
<b>DESIGNING A CUSTOMER DRIVEN STRATEGY</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Demonstrate is target marketing	Remember	CMBB19.05
2	Obtain the niche marketing	Remember	CMBB19.05
3	Illustrate the word repositioning	Understand	CMBB19.06
4	Write short notes on: a) Targeting b) Positioning c) Segmentation	Understand	CMBB19.06
5	Outline the market segmentation process	Remember	CMBB19.05
6	Illustrate market segmentation	Understand	CMBB19.05
7	Enlist the Limitations of market segmentation	Understand	CMBB19.06
8	Demonstrate is geometric segmentation	Remember	CMBB19.05
9	Highlight the features of market segmentation	Understand	CMBB19.06
10	Illustrate the product positioning	Remember	CMBB19.05
11	Highlight the approaches of product positioning?	Understand	CMBB19.05
12	Demonstrate is the requirement of effective segmentation?	Remember	CMBB19.05
13	Illustrate the segmentation of consumer market.	Understand	CMBB19.06
14	How to evaluate market segmentation.	Remember	CMBB19.06
15	Illustrate the positioning maps.	Understand	CMBB19.06
16	Demonstrate are the steps involved identifying the target market.	Understand	CMBB19.06
17	Enumerate the concentrated marketing.	Remember	CMBB19.06
18	How consumer markets are segmented?	Remember	CMBB19.05
19	Demonstrate the significance of market segmentation?	Understand	CMBB19.05

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
<b>PART-B(LONG ANSWER QUESTIONS)</b>			
1	Illustrate market targeting. Demonstrate are the factors that influence target marketing?	Remember	CMBB19.05
2	Illustrate market segmentation. Highlight briefly the purpose and levels of market segmentation.	Understand	CMBB19.05
3	Highlight the methods of market segmentation and different levels of target marketing.	Remember	CMBB19.06
4	Bring out the bases for segmenting the market for cargo trucks. Supplement your answer by choosing a case study of your choice.	Remember	CMBB19.06
5	Examine the bases for segmenting business markets and consumer markets and Distinguish between business markets and consumer markets.	Understand	CMBB19.05
6	List out the advantages and disadvantages if factor analysis in marketing?	Remember	CMBB19.05
7	Illustrate segmentation. Examine the purpose of market segmentation in a market?	Understand	CMBB19.05
8	Highlight in detail about the bases for market segmentation in designing a customer driven strategy.	Remember	CMBB19.06
9	Briefly Highlight the various steps involved in the process of market segmentation?	Remember	CMBB19.06
10	Demonstrate are the bases for segmenting business markets in designing a customer driven strategy and various benefits of market segmentation in designing a customer driven strategy?	Understand	CMBB19.05
11	Demonstrate are the effective criteria for segmentation? Highlight the criteria for segmentation with an example.	Understand	CMBB19.05
12	Demonstrate is target market? Highlight the steps involved in the process of target market in detail.	Understand	CMBB19.05
13	Illustrate positioning and product positioning. Demonstrate are the stages involved in product positioning?	Understand	CMBB19.06
14	Illustrate perpetual mapping? State usage and steps involved in constructing a perpetual map in positioning maps?	Remember	CMBB19.06
15	Examine about different types of product positioning approaches and strategies in detail?	Remember	CMBB19.05
16	Distinguish between business market and consumer market in segmentation of market.	Remember	CMBB19.05
17	Demonstrate is segmentation? Examine the need for market segmentation in a market.	Understand	CMBB19.05
18	Highlight briefly bases for segmenting of business or industrial market.	Remember	CMBB19.06
19	State the various costs involved in the segmentation of market in designing a customer driven strategy.	Remember	CMBB19.06
20	Demonstrate the strategies to be adopted in positioning the product in a market?	Understand	CMBB19.05
<b>PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)</b>			
1	Emphasize segmentation of consumer market and describe the role played by consumer segmentation for a service oriented company	Remember	CMBB19.05



S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
2	Examine the requirements for an effective segmentation and list out the advantages of marketing segmentation	Understand	CMBB19.05
3	Illustrate the Segmentation in brief. Demonstrate variables would you use in segmenting the market for the following products and why? (i) Credit card (ii) Sports car	Remember	CMBB19.06
4	Design the segmentation strategy for the following products 1. Smart phone 2. Luxurious car	Understand	CMBB19.05
5	“The Indian market represents an excellent example for formulating the market segmentation strategy by a marketer” Did you agree with this statement? Examine?	Remember	CMBB19.06
6	Take any two products and formulate segmentation, targeting and positioning	Remember	CMBB19.05
7	Describe the importance of market targeting and advantages of market targeting for the Indian companies	Understand	CMBB19.06
<b>UNIT-IV</b>			
<b>DISTRIBUTION DECISIONS, PROMOTION AND COMMUNICATION STRATEGIES</b>			
<b>Part-A (Short answer questions)</b>			
1	Illustrate the term channel?	Remember	CMBB19.07
2	Highlight the various components involved in the distribution channel strategy.	Understand	CMBB19.08
3	Demonstrate are the functions performed by channels members or intermediaries?	Remember	CMBB19.07
4	Write about the various types of channels structures involved in <u>distribution decisions</u> .	Understand	CMBB19.08
5	Briefly Highlight the services rendered by whole sellers in distribution channel.	Understand	CMBB19.07
6	Illustrate the marketing channel or channel of distribution. Write about its importance	Remember	CMBB19.08
7	Obtain the meaning of marketing intermediaries?	Understand	CMBB19.07
8	Examine about the various elements of marketing communication mix	Remember	CMBB19.08
9	Write the advantages of advertisement?	Understand	CMBB19.07
10	Illustrate the word personal selling.	Remember	CMBB19.08
11	Enlist the various functions of personal selling in promotional mix in marketing management.	Remember	CMBB19.07
12	Obtain the process of personal selling.	Understand	CMBB19.08
13	Illustrate the term promotional mix.	Remember	CMBB19.07
14	Demonstrate are its objectives advertising?	Understand	CMBB19.08
15	Illustrate the push strategies in marketing communication.	Understand	CMBB19.07
16	Demonstrate are the common types of intermediaries	Understand	CMBB19.08
17	Illustrate the pull strategies in marketing communication.	Remember	CMBB19.07
18	Describe the various sales promotional techniques with suitable examples	Understand	CMBB19.08

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
19	Demonstrate the functions of marketing channels structures.	Remember	CMBB19.07
<b>PART-B (LONG ANSWER QUESTIONS)</b>			
1	Narrate the term marketing communication? Discuss the various ways of marketing communication and also steps involve in developing effective marketing communication?	Understand	CMBB19.07
2	Illustrate about sales promotion? Describe the proactive, reactive objectives and its significance	Remember	CMBB19.08
3	Describe the qualities of good advertising copy and layout .Demonstrate are the recent trends in the advertisement pattern	Understand	CMBB19.07
4	Illustrate promotional mix. Demonstrate are the different elements of promotional mix. Examine each of them briefly	Remember	CMBB19.08
5	Explore the functions of marketing channels and Demonstrate are the types of marketing flows through the channels	Understand	CMBB19.07
6	Describe about distribution channel management and distribution channel structure. Highlight the framework of channel management with the help of figure.	Understand	CMBB19.08
7	Examine in detail about the various types and functions of marketing channels structures.	Remember	CMBB19.07
8	Demonstrate the term personal selling? Examine about the various functions and various steps of personal selling.	Remember	CMBB19.08
9	Demonstrate are the various factors which have to be taken into consideration for deciding the promotion mix?	Understand	CMBB19.07
10	Illustrate the public relations. Demonstrate are the objectives, functions and reasons for public relations?	Remember	CMBB19.08
11	Highlight the various distribution structures for consumer products, industrial goods and service organization?	Remember	CMBB19.08
12	Demonstrate the channel strategy and Highlight the factors of of channel strategy with related to market, product and producer?	Understand	CMBB19.07
13	Highlight clearly the production, product sales, marketing and societal marketing concept of marketing.	Understand	CMBB19.08
14	Examine the role of personal selling and advertising in promotional industrial products. How does it compare to consumer product promotion?	Remember	CMBB19.07
15	Examine the main objectives of sales promotion. Highlight some of the sales promotion methods directed at consumers, which can be used by a detergent manufacturer.	Remember	CMBB19.07
16	Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer.	Remember	CMBB19.08
<b>PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)</b>			
1	State the importance of marketing channels for Indian market and suggest a marketing channel for a Indian textile company	Remember	CMBB19.08

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
2	Examine the methods of sales promotion for the following company- a company named Tejaswi motors , occupying a major segment in Telangana market and facing a heavy competition from a foreign brand	Remember	CMBB19.07
3	Design a advertising plan for a service oriented company(LIC)and Highlight the advantages of advertising	Understand	CMBB19.07
4	You are marketing manager of a medium sized manufacturing company. The president has just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product ... let be rest of the company handle production and distribution."	Remember	CMBB19.08
<b>UNIT-V</b>			
<b>PRICING DECISIONS AND PERSONAL COMMUNICATION</b>			
<b>PART-A(SHORT ANSWER QUESTIONS)</b>			
1	Examine about the bottom of pyramid market with the help of diagram	Understand	CMBB19.09
2	Narrate the termviral marketing and buss marketing in personal communication.	Understand	CMBB19.10
3	Examine about the international business and also describe about the problems faced by the international business.	Understand	CMBB19.9
4	Give a brief description on market sustainability and ethics in marketing.	Remember	CMBB19.10
5	Demonstrate about social marketing? briefly describe about its features.	Remember	CMBB19.10
6	Briefly Highlight the status of digital marketing in India with reference to developed countries.	Understand	CMBB19.11
7	Illustrate the relationship marketing. Examine the importance of relationship marketing in personal communication.	Remember	CMBB19.09
8	List out the different types of price discrimination or degrees of price discrimination.	Understand	CMBB19.10
9	Demonstrate that do you mean by unfair trade practices and price discrimination in the marketing terminology?	Understand	CMBB19.9
10	Describe the advantages and disadvantages of word of mouth communication	Remember	CMBB19.10
11	Examine about the various approaches to ethical decision making in marketing communication.	Remember	CMBB19.10
12	Illustrate the term rural marketing. How do you develop rural marketing strategies for fmcg product?	Understand	CMBB19.11
13	Enumerate the pricing ethics that should be considered for achieving market sustainability.	Understand	CMBB19.09
14	Categorize the skimming and penetration pricing strategies in detail with the help of examples.	Remember	CMBB19.10
15	Examine the various costs involved in the estimation of price of a product	Understand	CMBB19.9
<b>PART-B(LONG ANSWER QUESTIONS)</b>			
1	Differentiate between price and pricing. Highlight the main objectives of pricing in the marketing.	Remember	CMBB19.09
2	Examine the importance of pricing decisions to the economy and importance to the individual firm.	Remember	CMBB19.10

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
3	Illustrate rural marketing. Distinguish it from urban marketing on 4P's of marketing.	Understand	CMBB19.9
4	Highlight about the rural marketing concept. Examine about the features and importance of rural marketing.	Remember	CMBB19.10
5	Illustrate the term "word of mouth". Examine its advantages and disadvantages of word of mouth	Understand	CMBB19.9
6	Demonstrate the meaning of product line strategy? Demonstrate the different types of product line strategy?	Understand	CMBB19.10
7	Illustrate the term digital marketing? Examine in detail about the various digital marketing activities.	Understand	CMBB19.9
8	Enumerate the term global marketing and describe about the approaches to global marketing.	Remember	CMBB19.10
9	Demonstrate the word balance of pyramid (BOP) in a market? Examine the characteristics features of balance of pyramid in detail.	Understand	CMBB19.10
10	Demonstrate the different types of pricing? Explore the various instance of price discrimination normally seen and accepted in business practice?	Remember	CMBB19.10
11	Illustrate the rural marketing and Highlight the importance rural marketing	Understand	CMBB19.9
12	In your opinion Demonstrate the different types of industrial products related to high level market promotion?	Understand	CMBB19.9
13	How would you interpret the term marketing interface?	Remember	CMBB19.10
14	Write notes on: a) Price Sensitivity b) Elastic demand c) Inelastic demand	Understand	CMBB19.10
15	"The manufacturer's choice of marketing channels is interviewed with its policy on distribution intensity." Comment on this statement.	Remember	CMBB19.10
16	Describe the different types of pricing and explore each type of pricing?	Understand	CMBB19.10
17	Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Illustrate your responses with a specific advertising campaign	Understand	CMBB19.09
18	"The main objectives of packaging are protection, brand differentiation and identification, sales promotion and handling convenience." Explain	Remember	CMBB19.10
<b>PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)</b>			
1.	Highlight the role of price and its effect on Indian rural market and discuss a pricing strategy for rural markets of India.	Remember	CMBB19.09
2	Describe the role of digital marketing in the present scenario and advantages of digital marketing.	Understand	CMBB19.10

<b>S. No</b>	<b>QUESTION</b>	<b>Blooms Taxonomy Level</b>	<b>Course Outcome (COs)</b>
3	<p>You are marketing manager of a medium sized manufacturing company. The president has just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product ... let be rest of the company handle production and distribution."</p> <p>i. What is the role of an Advertising Agency in modern day marketing scenario?</p>	Understand	CMBB19.9
4	<p>Discuss the 5W approach to communication model with suitable examples. Why and how ethics are important in a country like India? Substantiate</p>	Remember	CMBB19.10

Signature of the Faculty

**HOD, MBA**