



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	MARKETING MANAGEMENT
Course Code	:	CMBB19
Class	:	I MBA II SEMESTER
Branch	:	MBA
Academic Year	:	2018– 2019
Course Coordinator	:	Ms. G Joseph Mary, Assistant Professor
Course Faculty	:	Ms. G Joseph Mary, Assistant Professor

COURSE OBJECTIVES (COs);

The course should enable the students to:

I	Addresses the management challenge of designing and implementing the best combination of marketing actions to carry out a firm's strategy in its target markets
II	Applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning, product offering.
III	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
IV	Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.

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	Explain the concept of consumer decision making, creating customer value, consumer behavior and forms of consumer markets.
CMBB19.04	Discuss 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	Elucidate the importance, types of pricing decisions and ethics of pricing strategy.
CMBB19.11	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)
UNIT-I			
INTRODUCTION TO WORLD OF MARKETING			
PART-A (SHORT ANSWER QUESTIONS)			
1	“Marketing both begins and ends with the consumer in market” comment on this statement	Remember	CMBB19.01
2	Define the following terms i) Marketing ii) Marketing management	Understand	CMBB19.02
3	Discuss the importance of marketing for non business organizations in a marketing management	Understand	CMBB19.01
4	Define market. Discuss some of the core marketing concepts in marketing management.	Remember	CMBB19.02
5	Briefly discuss about the various marketing management philosophies.	Understand	CMBB19.02
6	What are the various elements of marketing environment? Discuss each of them.	Remember	CMBB19.01
7	Explain the need for understanding macro environment by the marketer in marketing management.	Understand	CMBB19.02
8	What do you mean by marketing plan? What are the steps involved in designing a marketing plan?	Remember	CMBB19.01
9	Explain the features of developed markets in marketing management?	Understand	CMBB19.02
10	Define marketing research. What are the characteristics and objectives of marketing research?	Remember	CMBB19.01
11	What do you mean by management information system in marketing management?	Understand	CMBB19.01
12	Briefly explain about the steps involved in the process of marketing research?	Remember	CMBB19.01
13	Discuss the importance of marketing research in marketing management?	Understand	CMBB19.01
14	Define online marketing research. Discuss the various types of marketing research in marketing management?	Remember	CMBB19.02
15	IMR is associated with its own pros and cons. Illustrate the statement with a simple example	Remember	CMBB19.01
PART-B (LONG ANSWER QUESTIONS)			
1	What do you understand by marketing functions? Discuss impotence and scope of marketing?	Understand	CMBB19.01
2	Discuss in detail about core marketing concepts and their linkage with one another in marketing.	Remember	CMBB19.01

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
3	What is marketing? "Marketing concept is still in its infant state in India". Comment this statement with a example	Understand	CMBB19.02
4	Define marketing environment. Discuss how company's micro and macro environmental factors influence company's marketing functions?	Remember	CMBB19.01
5	What is marketing strategy in marketing management? Explain in detail about the core strategies of marketing.	Understand	CMBB19.02
6	Define marketing management. Discuss the differences between developed markets and developing markets in marketing management?	Remember	CMBB19.02
7	What is commissioning marketing research? Discuss the steps involved in commissioning marketing research?	Understand	CMBB19.01
8	State the major steps involved in the process of Marketing research in marketing management?	Understand	CMBB19.02
9	What is Marketing research? Discuss the ethical issues involved in Marketing research?	Remember	CMBB19.01
10	"Marketing research conceptual, functional, translation equivalence constitutes types of equivalence in IMR" explain.	Understand	CMBB19.01
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
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	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	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
UNIT-II			
ANALYZING MARKETING OPPORTUNITIES, CUSTOMER VALUE AND MARKETING MIX			
PART-A(SHORT ANSWER QUESTIONS)			
1	What is consumer decision making in marketing. Discuss the steps in the process of consumer decision making?	Remember	CMBB19.03
2	Discuss post purchase behavior? Examine the concepts involved in post purchase behavior of consumer?	Understand	CMBB19.03
3	State the strategic implications of low involvement decision making in marketing?	Remember	CMBB19.04
4	Briefly explain the characteristics of customer value and different types of customer value?	Remember	CMBB19.04
5	Give an account on delivering customer value. Discuss the significance of customer value?	Understand	CMBB19.03
6	What are the various factors influencing consumer decision making?	Remember	CMBB19.04
7	Define marketing mix in marketing management? What are the various elements of marketing mix?	Understand	CMBB19.03

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
8	What is brand? What are the advantages arises due to branding both for seller and buyer?	Understand	CMBB19.03
9	How does product line stretching and line filling increases the line length in Product range?	Remember	CMBB19.04
10	What are fads and fashions in a life cycle? How does their behavior differ from normal product life cycle curve?	Understand	CMBB19.04
11	State the different types of new products? State the ethical issues concerning new products?	Understand	CMBB19.03
12	Discuss the steps involved in new product development process in marketing?	Remember	CMBB19.04
13	Briefly outline the different stages involved in product life cycle stage in marketing?	Remember	CMBB19.03
14	What is product mix. What is product mix width and product mix depth in product line?	Understand	CMBB19.03
15	What are the various factors influencing product line decisions in marketing?	Remember	CMBB19.03
PART-B (LONG ANSWER QUESTIONS)			
1	Briefly explain types of purchase involvement. What relevance does it have with nominal, limited and extended decision making?	Remember	CMBB19.03
2	Discuss on the various factors that can influence on the consumer behavior for consumer electronic gadgets?	Remember	CMBB19.03
3	Present the detailed model of consumer behavior and explain model of consumer behavior components.	Understand	CMBB19.04
4	What do you mean by marketing mix? What are the different elements of marketing mix with a diagram?	Understand	CMBB19.04
5	Define brand. Explain the various features of brand and the main tasks involved in managing brand?	Remember	CMBB19.03
6	Discuss briefly about product lines. Discuss the different product line strategies in detail.	Understand	CMBB19.04
7	What is the concept of product from the marketing perspective? What is product line length and product mix width with a example?	Remember	CMBB19.03
8	State the stages in product life cycle. Explain how marketing strategies vary from one stage to another.	Understand	CMBB19.03
9	Briefly outline the various stages in new product development in marketing.	Remember	CMBB19.04
10	Explain the various reasons for success and failure of new products in marketing.	Remember	CMBB19.03
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
1	Discuss 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. Explain the PLC strategies by selecting a declined product from Bajaj motors (Chetak).	Remember	CMBB19.03
3	State the importance of branding in Indian market and discuss the effect of international brands on Indian market	Understand	CMBB19.04
UNIT-III			
DESIGNING A CUSTOMER DRIVEN STRATEGY			
PART-A(SHORT ANSWER QUESTIONS)			
1	List out the advantages and disadvantages if factor analysis in marketing?	Remember	CMBB19.05
2	Define segmentation. Discuss the purpose of market segmentation in a market?	Remember	CMBB19.05
3	Explain in detail about the bases for market segmentation in designing a customer driven strategy.	Understand	CMBB19.06
4	Briefly explain the various steps involved in the process of market segmentation?	Understand	CMBB19.06
5	What are the bases for segmenting business markets in designing a customer driven strategy?	Remember	CMBB19.05
6	Write the differences between business market and consumer market in segmentation of market.	Understand	CMBB19.05
7	What is segmentation? Discuss the need for market segmentation in a market.	Remember	CMBB19.05
8	Explain briefly bases for segmenting of business or industrial market.	Remember	CMBB19.05
9	Give some of the examples of non segmented markets in designing a customer driven strategy.	Understand	CMBB19.05
10	State the various costs involved in the segmentation of market in designing a customer driven strategy.	Remember	CMBB19.05
11	What are the various benefits of market segmentation in designing a customer driven strategy?	Understand	CMBB19.06
12	State the bases for segmenting consumer markets in marketing management.	Remember	CMBB19.06
13	Define market targeting. What are the factors that influence target marketing?	Remember	CMBB19.05
14	What are the strategies to be adopted in positioning the product in a market?	Understand	CMBB19.05
15	What do you understand by product positioning? What is Unique selling proposition (USP)?	Remember	CMBB19.05

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
16	What are the various approaches to brand positioning for effective positioning of products?	Remember	CMBB19.05
PART-B(LONG ANSWER QUESTIONS)			
1	Design the segmentation strategy for the following products i) Smart phone ii) Luxurious car	Remember	CMBB19.05
2	Define market segmentation. Explain briefly the purpose and levels of market segmentation.	Understand	CMBB19.05
3	“The Indian market represents an excellent example for formulating the market segmentation strategy by a marketer” Did you agree with this statement? Discuss?	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	Discuss the bases for segmenting business markets and consumer markets and write the differences between business markets and consumer markets.	Understand	CMBB19.05
6	What are the effective criteria for segmentation? Explain the criteria for segmentation with an example.	Understand	CMBB19.05
7	What is target market? Explain the steps involved in the process of target market in detail.	Understand	CMBB19.05
8	Define positioning and product positioning. What are the stages involved in product positioning?	Understand	CMBB19.06
9	Define perpetual mapping? State usage and steps involved in constructing a perpetual map in positioning maps?	Remember	CMBB19.06
10	Discuss about different types of product positioning approaches and strategies in detail?	Remember	CMBB19.05
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Emphasize segmentation of consumer market and describe the role played by consumer segmentation for a service oriented company	Remember	CMBB19.05
2	Discuss the requirements for an effective segmentation and list out the advantages of marketing segmentation	Understand	CMBB19.05
3	Take any two products and formulate segmentation, targeting and positioning	Remember	CMBB19.06
4	Describe the importance of market targeting and advantages of market targeting for the Indian companies	Understand	CMBB19.06
UNIT-IV			
DISTRIBUTION DECISIONS, PROMOTION AND COMMUNICATION STRATEGIES			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define advertising. What are its objectives, effectiveness and advantages of advertising?	Remember	CMBB19.07
2	Explain the various components involved in the distribution channel strategy.	Understand	CMBB19.08

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
3	What are the functions performed by channels members or intermediaries?	Remember	CMBB19.07
4	Write about the various types of channels structures involved in distribution decisions.	Understand	CMBB19.08
5	Briefly explain the services rendered by whole sellers in distribution channel.	Understand	CMBB19.07
6	Define marketing channel or channel of distribution. Write about its importance	Remember	CMBB19.08
7	Who are the marketing intermediaries? What are the common types of intermediaries	Understand	CMBB19.07
8	Discuss about the various elements of marketing communication mix	Remember	CMBB19.08
9	Describe various sales promotional techniques with suitable examples.	Understand	CMBB19.07
10	Define personal selling. Write about the process of personal selling.	Remember	CMBB19.08
11	Write about the various functions of personal selling in promotional mix in marketing management.	Remember	CMBB19.07
12	List out the steps involved in developing effective marketing communication	Understand	CMBB19.08
13	Explain about the stages of product life cycle (PLC)	Remember	CMBB19.07
14	Define product. Write about the different types of products with examples?	Understand	CMBB19.08
15	Define the concepts of push and pull strategies in marketing communication	Understand	CMBB19.07
PART-B (LONG ANSWER QUESTIONS)			
1	What is marketing communication? What are the various ways of marketing communication and also steps involve in developing effective marketing communication?	Understand	CMBB19.07
2	Define sales promotion? What are the proactive, reactive objectives and its significance	Remember	CMBB19.08
3	Discuss the qualities of good advertising copy and layout .what are the recent trends in the advertisement pattern	Understand	CMBB19.07
4	Define promotional mix. What are the different elements of promotional mix. Discuss each of them briefly	Remember	CMBB19.08
5	What are the functions of marketing channels and what are the types of marketing flows through the channels	Understand	CMBB19.07
6	Write about distribution channel management and distribution channel structure. Explain the framework of channel management with the help of figure.	Understand	CMBB19.08
7	Discuss in detail about the various types and functions of marketing channels structures.	Remember	CMBB19.07
8	What is personal selling? Discuss about the various functions and various steps of personal selling.	Remember	CMBB19.08
9	What are the various factors which have to be taken into consideration for deciding the promotion mix.	Understand	CMBB19.07
10	Define public relations. What are the objectives, functions and reasons for public relations?	Remember	CMBB19.08

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	State the importance of marketing channels for Indian market and suggest a marketing channel for a Indian textile company	Remember	CMBB19.08
2	Discuss 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 explain the advantages of advertising	Understand	CMBB19.07
UNIT-V			
PRICING DECISIONS AND PERSONAL COMMUNICATION			
PART-A(SHORT ANSWER QUESTIONS)			
1	Discuss about the bottom of pyramid market with the help of diagram	Understand	CMBB19.09
2	Write a short note on viral marketing and buss marketing in personal communication.	Understand	CMBB19.10
3	Discuss 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	What do you mean by social marketing? Explain briefly about its features.	Remember	CMBB19.10
6	Briefly explain the status of digital marketing in India with reference to developed countries.	Understand	CMBB19.11
7	Define relationship marketing. Discuss 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	What 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	Discuss about the various approaches to ethical decision making in marketing communication.	Remember	CMBB19.10
12	Define 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	Write about the skimming and penetration pricing strategies in detail with the help of examples.	Remember	CMBB19.10
15	Discuss the various costs involved in the estimation of price of a product	Understand	CMBB19.9
PART-B(LONG ANSWER QUESTIONS)			
1	Differentiate price and pricing. Explain the main objectives of pricing in the marketing.	Remember	CMBB19.09
2	Discuss the importance of pricing decisions to the economy and importance to the individual firm.	Remember	CMBB19.10
3	Define rural marketing. Distinguish it from urban marketing on 4P's of marketing.	Understand	CMBB19.9
4	Explain about the rural marketing concept. Discuss about the features and importance of rural marketing.	Apply	CMBB19.10

S. No	QUESTION	Blooms Taxonomy Level	Course Outcome (COs)
5	Define the term “word of mouth”. Discuss its advantages and disadvantages of word of mouth	Remember	CMBB19.09
6	What is meant by product line strategy? What are the different types of product line strategy?	Understand	CMBB19.10
7	Define digital marketing? Discuss in detail about the various digital marketing activities.	Understand	CMBB19.9
8	Write a note on global marketing and describe about the approaches to global marketing.	Remember	CMBB19.10
9	What is balance of pyramid (BOP) in a market? Discuss the characteristics features of balance of pyramid in detail.	Understand	CMBB19.10
10	What is differentiated pricing? What are the various instance of price discrimination normally seen and accepted in business practice?	Remember	CMBB19.11
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1.	Explain the role of price and its effect on Indian rural market and explain 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
3	Write about balance of payments and factors causing disequilibrium BOP in Indian market.	Understand	CMBB19.9

HOD, MBA