



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY : PUTTUR
(AUTONOMOUS)**

Siddharth Nagar, Narayanavanam Road – 517583

QUESTION BANK (DESCRIPTIVE)

Subject with Code : Marketing Management (25MB9010)

Course & Branch: MBA

Year & Sem: I-MBA & II-Sem

Regulation: R25

UNIT - I

UNDERSTANDING MARKETING MANAGEMENT

1	a)	Define marketing. Explain the concept of needs, wants, and demands.	[L1][CO1]	[6M]
	b)	State the difference between selling and marketing.	[L2][CO1]	[6M]
2		Explain the evolution of marketing concepts with suitable examples.	[L2][CO1]	[12M]
3	a)	Explain the role of marketing in economic development.	[L2][CO1]	[8M]
	b)	Explain societal marketing concept.	[L2][CO1]	[4M]
4		What is a marketing strategy? Explain the process of developing a marketing strategy.	[L2][CO1]	[12M]
5	a)	Define customer loyalty. Discuss strategies for building long-term customer loyalty.	[L1][CO1]	[6M]
	b)	Analyze how a company can create long-term customer loyalty through effective marketing strategies.	[L4][CO1]	[6M]
6		Explain segmentation, targeting, and positioning (STP) strategy.	[L2][CO1]	[12M]
7	a)	Explain the role of CRM in creating customer loyalty.	[L2][CO1]	[6M]
	b)	Describe factors influencing customer satisfaction and retention.	[L2][CO1]	[6M]
8		What is marketing mix? Explain the elements of marketing mix in detail.	[L1][CO1]	[12M]
9		Define product life cycle. Discuss marketing strategies at different stages of PLC with a neat diagram.	[L2][CO1]	[12M]
10	a)	Explain the marketing research process in detail.	[L3][CO1]	[6M]
	b)	Describe the importance of competitive analysis in marketing decisions.	[L2][CO1]	[6M]

UNIT - II**CONNECTING WITH CUSTOMERS & BUILDING STRONG BRANDS**

1		Define consumer behavior. Explain the consumer buying decision process with a neat diagram.	[L1][CO2]	[12M]
2	a)	Differentiate between consumer market and business market.	[L2][CO2]	[5M]
	b)	Discuss the business buying process in detail.	[L2][CO2]	[7M]
3		Define global marketing. Explain the process of entering international markets.	[L2][CO2]	[12M]
4		Analyze the importance of cultural, economic, and legal factors in global marketing.	[L4][CO2]	[12M]
5		What is market segmentation? Explain the bases for market segmentation.	[L1][CO2]	[12M]
6	a)	Discuss the process of market segmentation, targeting, and positioning (STP).	[L2][CO2]	[6M]
	b)	Analyze the benefits and limitations of market segmentation.	[L4][CO2]	[6M]
7	a)	What is brand positioning? Explain the concept and importance of brand positioning.	[L2][CO2]	[6M]
	b)	Explain the steps involved in developing an effective brand positioning.	[L2][CO2]	[6M]
8		Define customer-based brand equity. Explain the concept of brand equity and its components.	[L1][CO2]	[12M]
9	a)	What is market niche strategy? Explain different competitive strategies adopted by firms.	[L2][CO2]	[8M]
	b)	Analyze the importance of brand equity in marketing success.	[L4][CO2]	[4M]
10	a)	Analyze how branding helps firms address competition effectively.	[L4][CO2]	[6M]
	b)	Discuss strategies for driving business growth in competitive markets.	[L2][CO2]	[6M]

UNIT - III
CREATING & COMMUNICATING VALUE

1	a)	Explain core, actual, and augmented product.	[L2][CO3]	[5M]
	b)	Analyze the role of branding and packaging in product strategy.	[L4][CO3]	[7M]
2	a)	What are the characteristics of services?	[L1][CO3]	[4M]
	b)	Explain strategies for managing service quality.	[L2][CO3]	[8M]
3		What is new product development? Explain the stages involved in new product development process.	[L2][CO3]	[12M]
4		What is pricing strategy? Explain the factors influencing pricing decisions.	[L4][CO3]	[12M]
5	a)	Discuss various pricing strategies adopted by firms.	[L1][CO3]	[6M]
	b)	Analyze the importance of pricing programs in marketing.	[L4][CO3]	[6M]
6	a)	Define integrated marketing communications.	[L1][CO3]	[8M]
	b)	Explain the concept and importance of integrated marketing communications.	[L2][CO3]	[4M]
7	a)	Define advertising. Explain the role of advertising in marketing communication.	[L1][CO3]	[6M]
	b)	Explain sales promotion tools and techniques.	[L2][CO3]	[6M]
8	a)	What is event marketing? Explain the role of events and experiences in marketing communication.	[L2][CO3]	[6M]
	b)	Explain the importance of mobile marketing in today's business.	[L2][CO3]	[6M]
9	a)	Discuss the importance of personal selling in modern marketing.	[L1][CO3]	[8M]
	b)	Explain the process of personal selling.	[L4][CO3]	[4M]
10	a)	Analyze the product and pricing strategy of a successful Indian brand.	[L4][CO3]	[6M]
	b)	Evaluate digital communication strategies of a leading company.	[L5][CO3]	[6M]

UNIT - IV
DELIVERING VALUE

1	a)	Define retailing. Explain the concept and functions of retailing.	[L2][CO4]	[5M]
	b)	Explain factors influencing retail location decisions.	[L4][CO4]	[7M]
2	a)	Discuss different types of retail formats with examples.	[L1][CO4]	[6M]
	b)	Analyze the role of retail mix in retail success.	[L4][CO4]	[6M]
3		Analyze challenges faced by wholesalers in modern markets.	[L4][CO4]	[12M]
4	a)	Differentiate between wholesaler and retailer.	[L2][CO4]	[6M]
	b)	Explain the nature and importance of wholesaling.	[L4][CO4]	[6M]
5	a)	Explain inventory management techniques.	[L2][CO4]	[6M]
	b)	Explain the components of logistics system.	[L2][CO4]	[6M]
6	a)	Discuss the importance of logistics in delivering customer value.	[L1][CO4]	[8M]
	b)	Explain supply chain management.	[L2][CO4]	[4M]
7	a)	Explain channel design decisions.	[L1][CO4]	[4M]
	b)	Analyze issues in managing and motivating channel members.	[L2][CO4]	[8M]
8	a)	Define marketing channel. Explain the concept and importance of marketing channels.	[L2][CO4]	[6M]
	b)	Discuss different types of marketing channels.	[L1][CO4]	[6M]
9	a)	What is value delivery system? Explain how integrated marketing channels create customer value.	[L1][CO4]	[6M]
	b)	Analyze the impact of technology on marketing channel management.	[L4][CO4]	[6M]
10	a)	Evaluate the role of integrated marketing channels in delivering superior value.	[L5][CO4]	[6M]
	b)	Explain challenges and opportunities in managing wholesaling and retailing in India.	[L2][CO4]	[6M]

UNIT - V
SALES MANAGEMENT

1	a)	Define sales management. Explain the meaning, nature, and scope of sales management.	[L1][CO5]	[6M]
	b)	Discuss the importance of sales management in modern organizations.	[L1][CO5]	[6M]
2	a)	State the importance of sales management.	[L1][CO5]	[6M]
	b)	Explain the relationship between marketing management and sales management.	[L2][CO5]	[6M]
3	a)	What are technical skills of a sales manager?	[L1][CO6]	[4M]
	b)	Discuss the importance of communication and leadership skills in sales management.	[L1][CO6]	[8M]
4	a)	What are quantitative sales objectives?	[L1][CO6]	[4M]
	b)	Explain different types of sales objectives.	[L2][CO6]	[8M]
5	a)	Discuss the importance of setting clear sales objectives.	[L1][CO6]	[6M]
	b)	Explain how sales objectives are formulated.	[L2][CO5]	[6M]
6	a)	Analyze the relationship between sales objectives and sales strategy.	[L4][CO6]	[8M]
	b)	Explain authority and responsibility in sales organization.	[L2][CO6]	[4M]
7	a)	Explain various types of sales organization with merits and demerits.	[L2][CO6]	[8M]
	b)	Explain product-based sales organization.	[L2][CO6]	[4M]
8	a)	Discuss factors influencing the choice of sales organization.	[L2][CO5]	[6M]
	b)	Analyze the importance of selecting an appropriate sales organization structure.	[L1][CO5]	[6M]
9	a)	Analyze the role of a sales manager in motivating and controlling the sales force.	[L1][CO6]	[6M]
	b)	Explain the concept and importance of sales organization.	[L4][CO6]	[6M]
10		Evaluate the effectiveness of different sales organization structures in a competitive market.	[L5][CO5]	[12M]

Prepared by:

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