

Top 20 Questions

Marketing Management

1. (a) What is a brand equity? How to manage brand equity?
 (b) What are the various factors which a firm has to consider in setting pricing policy?
2. What do you mean by sales promotion? What are the major decisions related to sale promotion strategy?
3. Explain the stages involved in developing an effective communication system.
4. What are various elements of the market environment, which an organization should monitor and why?
5. What is need of market segmentation? Explain in detail psychographic and behavioral bases for market segmentation with the help of examples.
6. (a) What are the stages of the buying decision process?
 (b) What are the tools for tracking and measuring customer satisfaction?
7. Define Marketing Management. Write down its concepts in detail.
8. Briefly describe the New Product Development Process.
9. Explain the Services Marketing Mix by quoting suitable examples.
10. What is meant by Market Segmentation? How it is helpful in strategic decision making in Marketing Management?
11. Explain Promotion Mix. Write various factors which affect Product Promotion Decisions.
12. Describe various factors which affect a Consumer's Buying Behavior.
13. Define marketing and discuss the modern and traditional concepts of marketing.
14. Explain various components and factors affecting Marketing Mix.
15. Write short notes on:
 (a) Pricing Decisions.

(b) Packaging

16. Explain the 7p's of services marketing. How these are different from the 4p's of product marketing.
17. What is product life cycle? Explain the different stages of product life cycle.
18. What are the pricing decisions? Explain the different pricing strategies.
19. What is a distribution channel? Explain the factors influencing the designing of a distribution channel.
20. Write short note on:
 - a. Positioning
 - b. Labeling