

# **FUNDAMENTALS OF MARKETING**

## **UNIT -1**

Nature and scope of marketing.

Short questions

1. Discuss in brief concepts of marketing.
2. Define marketing mix.
3. What is a sales promotion?
4. What are the additional P's of marketing?
5. Define marketing.

Long questions

1. Define the term of marketing. Discuss the various approaches to marketing.
2. What is marketing myopia? What are the causes of myopic marketing?
3. What are the emerging concepts of marketing? How they are different from the traditional concepts?
4. Marketing mix is the strategy to create value proportion for the target consumers.

## **UNIT-2**

Short questions

1. Define consumer behaviour.
2. What is target marketing?
3. What is known as a market positioning?
4. What is strategic positioning?
5. Explain briefly demographic segmentation.

### Long questions

1. Discuss in detail impact microenvironmental factors on marketing.
2. Explain macro environmental factors of marketing.
3. What do you understand by market segmentation?
4. Discuss the importance of market segmentation.
5. Explain the concepts of market targeting. Discuss the criteria to assess the attractiveness of a market segment.

## UNIT -3

### Short questions

1. What are the essential features of a product?
2. What is your product standardization?
3. What is a product line?
4. What do you understand by PLC?

5. Explain the declining stage of PLC.
6. What is pricing?

### Long questions

1. What is product mix? What factors influence the product mix decisions?
2. Define product state and explain the different types of products.
3. What do you understand by product life cycle? What are the marketing strategies followed for various stages of the PLC?
4. What is pricing? What is significance?
5. What are the various factors affecting the price of the product?

### UNIT -4

#### Short questions

1. What is IMC?
2. Briefly explain the marketing communication mix.
3. What is advertising?
4. Write a note on a AIDA model of advertising.
5. What is native advertisement?

6. Write a brief note on Guerilla marketing.
7. Explain the meaning of sales promotion.
8. Explain in brief the term personal selling.

### Long questions

1. What are the elements of promotion mix? Explain the importance of promotion mix in marketing.
2. What is sales promotion? How promotional objectives of an organization are determined?
3. Define advertising. Explain advantages and objectives
4. Discuss the importance of promotion mix in marketing communication.

## UNIT-5

### Short questions

1. What is green marketing?
2. What are the features of direct marketing?
3. Write a note on digital marketing.
4. Discuss the process of online marketing.

5. What is social marketing?
6. What do you mean by CRM?
7. Write a note on PRM.

### Long questions

1. Green marketing means marketing without causing harm to the environment. Do you agree?
2. Explain the importance of green marketing. What challenges a marketer has to face to adapt the practice of green marketing.
3. What is direct marketing? Explain the advantages of direct marketing.
4. Define online marketing. Discuss the benefits of online marketing.
5. Define social marketing and explain its elements.