

DDCE, Utkal University

Model questions for 1st semester 2009 batch

MM

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Long type questions

Unit – I

1. “Marketing is a system of integrated business activities designed to develop strategic plans leading to the satisfaction of customer wants in selected market segments”. Explain the statement and bring out the important concepts involved in marketing.
2. “Customer is the king”. Comment as the statement and highlight the modern concepts of marketing.
3. “Instead of trying to sell what we can make; we must make what we can sell”. Critically examine the statement and bring out the differences between the concepts involved in this statement with suitable examples.
4. Define marketing and explain the marketing management process briefly. Give suitable examples from Indian context.
5. Define marketing management and explain the nature, scope and functions of marketing in 21st century.
6. The present-day marketing is consumer – oriented. Explain the concept and identify the objectives of modern business.
7. Discuss the role of marketing in the economic development process of a nation by highlighting its role in economic development of India.
8. What is a marketing mix? Illustrate the producers 4ps and its equivalent consumers 4 Cs concept. Comment upon in brief the ingredients of marketing mix.
9. “Marketers can create needs and also can satisfy them’. Do you agree? Give reasons to support your answers.
10. Identify some recent changes in the market place. Briefly discuss their influences as marketing strategy of a firm with examples.
11. Explain with suitable examples, how an organization can achieve its objectives by adopting proper marketing strategy.
12. State and analyse various definitions of marketing. Bring out the core concepts of marketing.
13. Critically examine the evolution of marketing in modern era by highlighting the significant difference in each stage.
14. Define marketing environment and examine different types of such environments with suitable examples.
15. What is marketing environment? Examine the importance of understanding the marketing environment information of suitable marketing strategy of a firm.

16. in a multi-ethnic country like India, how could cultural environment affects the marketing strategy of a firm? Explain with some examples from Indian environment.
17. How could a firm understand its marketing environment? Suggest the environmental scanning process briefly.
18. Mention uncontrollable variables influencing the marketing strategy of a firm. Examine them with suitable examples from Indian environment.
19. What can be the possible effects of changes in government's fiscal and economic policies an marketing environment? Elaborate with suitable examples.
20. What is 'PEST' method of environmental scanning? Explain the utility of PLC concept for technological environmental scanning.

Unit – II

1. Define a strategy. Indicate the role and importance of marketing strategy for success of a business.
2. Define marketing information system (MIS). What are its elements ? Discuss MIS as an integrated model by identifying the inter-relationship among its elements.
3. Define marketing research (MR) and explain its significance in customer oriented marketing policies and plans.
4. What is a questionnaire? What is its purpose? How will you design a questionnaire?
5. Define a market, Discuss the concept of market from the view point of a company as well as the buyer.
6. What do you mean by market segmentation? What are its benefits? Discuss the market segmentation process briefly.
7. "Market segmentation is important for target markets strategy". Discuss different types of targeting strategy with suitable examples.
8. Differentiate between industrial markets and consumer markets. How will you go for segmenting industrial markets? Give suitable examples in India context.
9. Define marketing information system (MIS) and discuss its importance in modern business. Describe the process of developing an MIS for an organization.
10. Discuss the marketing research (MR) process for introduction of a new product. Highlight the limitations of MR in such case.
11. In modern Indian perspective, how culture influences the consumer behaviour and the purchasing decisions? Give suitable examples to explain the products used by the consumers are culturally oriented.
12. ORG has made a study to collect consumer feedback on 'stop the obesity epidemic' campaign. The study was helpful in gathering valuable information as consumers' requirements with regard to healthy food choice. What are the important factors to be considered for this study? Suggest suitable research methodology for conducting such studies.
13. Define a consumer problem and discuss the consumer decision process briefly for the following products.
 - a. Readymade garments
 - b. Fairness cream
 - c. A personal computer
14. Identify the factors which influence the consumer. Decision process. Explain them with suitable examples.
15. Define CRM and what are its main focuses? Discuss the importance of CRM in modern marketing.
16. What do you mean by sales forecasting? Examine different methods of sales forecasting suggesting the suitable method in a recession period.

17. define a model and explain how is it helpful in explaining the theory? Critically evaluate Howard – Sheth Buying behaviour model.
18. What do you mean by post-purchase dissonance. How the consumer try to reduce it? Explain the importance of post-purchase evaluation in the consumer decision process.
19. Positioning is a deliberate exercise. All such exercises to promote an image have elements of imaginative untruths. Is positioning notion attempt to mislead customers? Explain with examples.
20. Do customers see themselves as belonging to separate segments? If they do not; will they value the special efforts made by the markets to please them? Substantiate with examples.

Unit – III

1. Define a product and identify its layers of the product Elaborate in brief the various view points explaining the concept of a product.
2. A leading consumer durable company is interested in modifying its product mix. What factors will you consider for this analysis? Elaborate them with examples.
3. What is meant by product differentiation? Compare the advantages of product differentiation and market segmentation. Which are you will recommend for a new product.
4. Define product life cycle (PLC) as a marketing tool. Briefly describe each of the four main stages of the PLC.
5. What are the major decisions involved in product management? Give a schematic diagram of classification of products.
6. Define a new product and discuss the role of innovation in new product development. Discuss the new product from different perspectives.
7. There is no guarantee a new product introduced to the market will bring fortune for the firm. Comment as the statement and discuss the factors contributing to success and failure of a new product.
8. New product development is a tricky situation. Discuss the role of idea generation and idea screening for success of a new product.
9. Give examples of some new products recently launched in to the market. Suggest the steps for diffusion and adoption of the new product in the Indian market.
10. Out line the various stages in new product development by suggesting a flow chart diagram for the same.
11. A company has just added an electronic cordless mosquito repellent to its product line. The product is targeted to middle class households with a price tag of Rs.2000/- The co approached you for its positioning. Workart a positioning strategy and its rationale for this wonder product.
12. Brand is an important asset of a firm. It is extremely useful in case of negotiations for takeovers. Explain with suitable examples.
13. What do you mean by a brand? Discuss, how branding and packaging serve the major role is managing products?
14. Often the marketers face the challenges of branding or not branding a product. Analyse the statement and suggest the important decisions the marketer will take in branding the product.
15. Discuss the importance of packaging as a tool for product differentiation and market development by giving suitable examples from Indian environment.
16. Labels are the legal requirements and the companies must comply to these requirements. Find out various legal provisions for labels under Trade Mark Acts in India including its violations.

17. Describe the significance of pricing in marketing. Identify the factors, which influences the price setting strategy of a firm.
18. A firm has to consider many factors in setting its pricing policy. Describe the procedure for setting the price of a firm.
19. How should the price be adopted to meet the varying circumstances and the opportunities in the environment? Elaborate with suitable examples.
20. Most often the rival firms change their prices to capture the market. What should the firm do when rivals change their prices? When should the company initiate a price change; and how should it respond to a competitions prices change?

Unit – II

Short questions

1. Test of Reliability and validity
2. Requisites of a good questionnaire.
3. Different types of personal interview methods
4. Distinction between explanatory and descriptive designs.
5. How does marketing research make use of scientific methods?
6. Difference between differentiated and undifferentiated marketing.
7. Meaning and importance of marketing decision support system.
8. External vs internal information sources and their use.
9. Define the scope of marketing research.
10. Explain different types of consumer needs and their relevance in marketing.
11. Buying process roles of a consumer.
12. Discuss children as influences in the consumption process.
13. Examine the reference group influences as the consumer.
14. Explain with examples life-style marketing.
15. Suggest methods of meaning social class in understanding buyer behaviour.
16. how to reduce post-purchase dissonance of a consumer
17. Elaborate the bases for market segmentation.
18. Discuss different types of target marketing strategies with suitable examples.
19. Data mining and data warehousing technology in CRM.
20. Type of consumers and their characteristics.

Unit – III

1. PLC for fashion and fads – discuss.
2. Define product mix and discuss its dimensions.
3. stages in the trial and adoption process.
4. Give examples of different layers of the product.
5. Identify the factors which influences the trial – adoption rates.
6. How to respond to aggressive price cutters?
7. Discuss the price-quality strategies of a firm.
8. Describe in brief the impact of price discrimination.
9. What is perceived value pricing?
10. Return-on-Investment (ROI) – a tool of measuring efficiency business and also a control tool.
11. Significance of different types of packaging in marketing.
12. Differentiate between ‘too-long’ and ‘too-short’ product lines and discuss its importance in product management.
13. How would you measure the attractiveness of market offerings?

Unit – I

Objective questions

1. Marketing as exchange process
2. define marketing
3. Production concept of marketing
4. Product concept of marketing
5. Meta marketing

Unit- II

1. Sampling error.
2. Extraneous variables
3. Psychographic segmentation
4. Behavioural segmentation
5. Marketing intelligence system
6. Causal research
7. Role of consumer initiators.

Unit- III

1. Line filling
2. Line stretching
3. Concept development
4. Rapid vs slow skimming
5. Premium products.
6. Consumer innovators
7. Trickle – down theories
8. Relative advantages of a new product.
9. Mark – up pricing
10. Cost – plus pricing methods.
11. Up-ward stretch of product line.
12. Two-way stretch of product line
13. Just-noticeable difference (JND)
14. Brand pruning decisions
15. Six – levels of brand meaning.
16. Meaning of brand equity.
17. Characteristics of innovative
18. Stages in consumer adoption
19. Simulate test marketing
20. Sales ware research