MUTHAYAMMAL ENGINEERING COLLEGE
An Autonomous Institution

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IQAC

| **MKC** | **DEPARTMENT OF MANAGEMENT STUDIES** | **2019 - 2020** |

I Year/ II Semester

Subject		Marketing Management - I MBA (EVEN SEM)		
S.no	**Term**	**Notation (Symbol)**	**Concept/Definition/Meaning/Units/Equation/ Expression**	**Units**
1	Marketing		Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service.	
2	Selling		Selling is first and foremost a transaction between the seller and the prospective buyer or buyers where money is exchanged for goods or services.	
3	Production concept		Production Concept is a belief that states that the customers would always acquire products which are cheaper and more readily available.	
4	Product concept		The product concept proposes that consumers will prefer products that have better quality, performance and features as opposed to a normal product.	
5	Selling concept		The Selling Concept proposes that customers, be individual will not buy enough of the organization's products unless they are persuaded to do through selling effort.	
6	Marketing concept		The marketing concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition.	
7	Marketing Functions		The seven functions of marketing are distribution, market research, setting prices, finance, product management, promotional channels and matching products to consumers .	
8	Marketing Mix		The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.	
9	Nature of marketing		Human activity, Consumer-oriented, Art as well as science, Exchange Process, Starts and ends with customers, Creation of Utilities, Goal oriented.	
10	Promotion		Promotion is the marketing term used to describe all marketing communications activities.	
11	Place		The process of moving products from the producer to the intended user is called place	
12	Price		Price is the amount of money that your customers have to pay in exchange for your product or service.	
13	Product		It is an object or system made available for consumer use; it is anything that can be offered to a market to satisfy the desire or need of a customer.	

14	Marketing Research		The marketing research is helpful in analyzing the customer's behavior, popularity of product, effectiveness of advertising, pricing policy.	
15	Product planning and development		Product planning is determined before the start of actual production.	
16	Marketing Planning		To achieve the objectives of an organisation with regard to its marketing, the marketeer chalks out his marketing plan.	
17	Product Designing and Development		The company whose product is better and attractively designed sells more than the product of a company whose design happens to be weak and unattractive	
18	Standardisation		It refers to determining of standard regarding size, quality, design, weight, colour, raw material to be used, etc., in respect of a particular product.	
19	Grading		Products having the same characteristics (or standard) are placed in a given category or grade. This placing is called grading.	
20	Physical Distribution		Carrying things from the place of production to the place of consumption is taken into account.	
21	Transportation		Production is carried out at one place, sale at another place and consumption at yet another place.	
22	Storage or Warehousing		Keeping of goods in godowns till the same are sold is called storage	
23	Personal Selling		Personal selling is where businesses use people to sell the product after meeting face-to-face with the customer.	
24	Sales Promotion		Sales promotion refers to those marketing activities that stimulate consumer shows and expositions.	
25	Publicity		Publicity is the public visibility or awareness for any product, service or company.	
26	Product Planning		Product planning serves as the basis for decisions about price, distribution and promotion.	
27	Product Development		Product development typically refers to all of the stages involved in bringing a product from concept or idea, through market release and beyond.	
28	New product development		New product development (NPD) is the process of bringing a new product to the marketplace.	
29	PLC[Product Life Cycle]		A new product progresses through a sequence of stages from introduction to growth, maturity, and decline.	
30	Product Mix		Its also called as Product Assortment, refers to the complete range of products that is offered for sale by the company.	
31	Branding		Branding is the marketing practice of actively shaping your brand.	
32	Types of brand		Individual Brands, Service Brands, Organization Brands, Personal Brands, Group Brands, Event Brands, Geographic Place Brands, Private-Label Brands.	
33	Branding strategies		Branding strategies are the action plans that organizations use to differentiate their products, services, and identities from their competitors	
34	Packaging		Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use	

35	Labeling		Labeling is any written, electronic, or graphic communication on the package or on a separate but associated label.	
36	Personal selling		Personal selling is where businesses use people to sell the product after meeting face-to-face with the customer.	
37	Anti-corrosive Packaging		Anti-corrosion refers to the protection of metal surfaces from corroding in high-risk (corrosive) environments	
38	Pharma Packaging		Pharma Packaging, also known as the drug packaging, is the packaging processes used for pharmaceutical operations involving production through distribution channels to the end consumer.	
39	Plastics Packaging		Plastics packaging materials are used to cover the plastic related materials or products.	
40	Flexible Packaging		Flexible packaging can be made with flexible materials that can be packed, sealed and can retain the freshness of its content.	
41	Brand label		It plays an important role in labelling as it gives information about the brand. It can be removable or non-removable	
42	Descriptive label		It specifies product usage.	
43	Grade label		It describes the aspect and features of the product.	
44	Idea generation		It refers to the systematic search for new-product ideas. Typically, a company generates hundreds of ideas, maybe even thousands, to find a handful of good ones in the end.	
45	Idea screening		Idea screening means nothing else than filtering the ideas to pick out good ones.	
46	Concept development and Testing		A product concept is a detailed version of the new-product idea stated in meaningful consumer terms.	
47	Marketing strategy development		When a promising concept has been developed and tested, it is time to design an initial marketing strategy for the new product based on the product concept for introducing this new product to the market.	
48	Business analysis		It involves a review of the sales, costs and profit projections for the new product to find out whether these factors satisfy the company's objectives.	
49	Product development		The R&D department will develop and test one or more physical versions of the product concept.	
50	Test marketing		The product and its proposed marketing programme are tested in realistic market settings.	
51	Market segmentation		Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics.	
52	Levels of segmentation		Masses, Segment, Niche, Localized	
53	Bases of Segmentation		Geographic, Demographic, Psychographic, Behavioral.	
54	Importance of		The importance of market segmentation is that it allows a	

	market segmentation		business to precisely reach a consumer with specific needs and wants.	
55	Factors influence in Segmentation		Nature of demand, Durability, Banking and Financial System, Portability	
56	Targeting		Target Marketing refers to a concept in marketing which helps the marketers to divide the market into small units comprising of like minded people.	
57	Positioning		Positioning is a marketing concept that outlines what a business should do to market its product or service to its customers.	
58	Geographic segmentation		It involves grouping potential customers by country, state, region, city or even neighborhood.	
59	Demographic segmentation		It is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education.	
60	Psychographic segmentation		It is a method used to group prospective, current or previous customers by their shared personality traits, beliefs, values, attitudes, interests, and lifestyles and other factors.	
61	Behavioural Segmentation		It is defined as the process of dividing the total market into smaller homogeneous groups based on customer buying behavior	
62	Brand Loyalty		Brand loyalty is a pattern of consumer behavior through which consumers tend to get committed to a specific brand or product and make repeat purchases over time.	
63	Benefits		Benefit is the gain which a customer gets by purchasing a product (service).	
64	Attitudes		Attitude is a person's feeling, beliefs or perceptions about a product or service.	
65	Motivation		Consumer motivation is an internal state that drives people to identify and buy products or services that fulfill conscious and unconscious needs or desires.	
66	Brand Personality		Brand personality is a set of human characteristics that are attributed to a brand name.	
67	Perception		Perception in marketing is described as a process by which a consumer identifies, organizes, and interprets information to create meaning.	
68	Attitude		Attitude can be defined as the set of beliefs and emotions a consumer holds for a particular brand/product/service which determine the perception of that consumer towards the former.	
69	Lifestyle		It is a marketing technique where a product is branded and marketed and perceived to possess ideas, and aspirations that the targeted audiences identify with and revolve around an ideology that gives meaning and purpose to why it exists.	
70	Usage rate		Usage Rate is a measure of the quantity of a product consumed by a user in a given period; users may be subdivided as heavy, moderate and light.	III
71	Awareness		Brand awareness refers to the extent to which customers are	III

	state/Brand Awareness		able to recall or recognise a brand.	
72	Personality traits		Personality science in marketing involves looking into the characteristics of patterns for the way that people will feel, behave and think as they are viewing an advertisement or accessing a page	III
73	Values		It is also known as customer-perceived value, is the difference between a prospective customer's evaluation of the benefits and costs of one product when compared with others.	III
74	Interest		They like work activities that involve starting up and carrying out projects, especially in business. They like to lead and persuade others, make decisions, and take risks for profit.	III
75	Heterogeneity		Heterogeneity makes it hard for a firm to standardize the quality of its services.	III
76	Buyer Behaviour		Buyer behavior is the actions people take with regard to buying and using products.	IV
77	Influencing factors of Buyer Behaviour		Purchasing Power, Group Influence, Personal Preferences, Economic Conditions, Marketing Campaigns	IV
78	Buyer Behaviour Model		Economic model, Learning model, Psychoanalytic model, Sociological model	IV
79	Online Buyer Behaviour		Online buying behaviour is a type of behaviour which is exhibited by customers while browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants.	IV
80	Customer Satisfaction		It is a measure of how products and services supplied by a company meet or surpass customer expectation.	IV
81	CRM		Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers.	IV
82	Strategic CRM		Strategic CRM is a type of CRM in which the business puts the customers first	IV
83	Operational CRM		It is oriented towards customer-centric business processes such as marketing, selling, and services.	IV
84	Sales force		It is the best suitable CRM for large established businesses	IV
85	Marketing Automation		Marketing automation involves market segmentation, campaigns management, event-based marketing, and promotions.	IV
86	Event-based marketing		It is all about messaging and presenting offers at a particular time.	IV
87	Service Automation		Service automation involves service level management, resolving issues or cases, and addressing inbound communication	IV
88	Analytical CRM		Analytical CRM is based on capturing, interpreting, segregating, storing, modifying, processing, and reporting customer-related data.	IV
89	Collaborative		Collaborative CRM is an alignment of resources and	IV

	CRM		strategies between separate businesses for identifying, acquiring, developing, retaining, and maintaining valuable customers.	
90	Customer Data Platform		A customer data platform (CDP) is a computer system used by marketing departments that assembles data about individual people from various sources into one database, with which other software systems can interact	IV
91	Data warehouse		Data warehouse technology, used to aggregate transaction information, to merge the information with CRM products, and to provide key performance indicators.	IV
92	Opportunity management		It helps the company to manage unpredictable growth and demand, and implement a good forecasting model to integrate sales history with sales projections.	IV
93	SaaS		software as a service	IV
94	eCommerce,		It is the activity of electronically buying or selling of products on online services or over the Internet.	IV
95	Electronic data interchange (EDI)		It is the concept of businesses electronically communicating information that was traditionally communicated on paper, such as purchase orders and invoices.	IV
96	Internet marketing		It is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.	IV
97	Email marketing		It is the act of sending a commercial message, typically to a group of people, using email.	IV
98	Data Mining		The practice of examining large pre-existing databases in order to generate new information.	IV
99	Data Warehousing		Data warehousing is the process of constructing and using a data warehouse.	IV
100	Economic model		The buyer is a rational animal and his buying decisions are totally depended on the concept of utility.	IV
101	Marketing research		The Marketing Research is the systematic collection, analysis, and interpretation of data pertaining to the marketing conditions.	V
102	Marketing information systems		A marketing information system (MKIS) is a management information system (MIS) designed to support marketing decision making.	V
103	Research process		The research process involves identifying, locating, assessing, and analyzing the information you need to support your research question, and then developing and expressing your ideas.	V
104	Advertising Concept		Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion.	V
105	Paid form		When product or services are mentioned favorably in the media newspaper, magazines and radio or television- the item appears because it is presumed to provide information or entertainment for the audience.	V
106	Print Advertising		Advertising done via newspapers or magazines	V
107	Outdoor Advertising		It makes use of several tools and techniques to attract the customers outdoors.	V
108	Broadcast		Broadcast advertising is a very popular advertising medium	V

	Advertising		which constitutes several branches like television, radio or the Internet.	
109	Covert Advertising		Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports.	V
110	Surrogate Advertising		Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law.	V
111	Public Service Advertising		It is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on.	V
112	Celebrity Endorsement		Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.	V
113	Promotion Concept		The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty.	V
114	Promotion strategy		Promotional strategy is designed to inform, persuade, or remind target audiences about those products.	V
115	Consumer Behaviour		It refers to the actions of the consumers in the marketplace and the underlying motives for those actions	V
116	Ethics		Ethics are a collection of principles of right conduct that shape the decisions people or organizations make.	V
117	Online marketing trend		Online marketing is a set of tools and methodologies used for promoting products and services through the internet.	V
118	Digital Marketing		Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising,and any other digital medium.	V
119	Complex buying behavior		This type of behavior is encountered when consumers are buying an expensive, infrequently bought product.	V
120	Habitual buying behavior		Habitual purchases are characterized by the fact that the	V
121	Variety seeking behavior		A consumer purchases a different product not because they weren't satisfied with the previous one, but because they seek variety.	V
122	Marketing campaigns		Marketing campaigns influence purchasing decisions a lot	V
123	Group influence		What our family members, classmates, immediate relatives, neighbors, and acquaintances think or do can play a significant role in our decisions	V
124	Purchasing power		Segmenting consumers based on their buying capacity will help marketers determine eligible consumers and achieve better results.	V
125	Customer behavior patterns		Place of purchase, Items purchased, Time and frequency of purchase, Method of purchase	V

General Questions:

1	What are the 8 Ps of marketing?		The 8 Ps of marketing are – product, place and time, price, promotion, process, physical environment, people, and productivity and quality	
2	What is your expertise – B2B or B2C?		If you are interviewing for a B2B profile and you have only worked in a B2C profile, be sure to show how you can transfer your skills in that area to the current situation	
3	Name 5 essential elements of a marketing campaign		The five essential elements of a successful marketing campaign are – 1) the target, 2) the value proposition, 3) the call-to-action message, 4) the delivery method and 5) the follow-up.	
4	What can be the best approach to increase website traffic?		• Ensuring good user experience • Building referral traffic • Performing on-page SEO	
5	What are some useful digital marketing tools?		• Google Analytics • Keyword Planner • Alexa	
6	What are the limitations of online marketing?		• Online marketing requires money • Chances of cyber attack prevail	
7	What is a responsive website?		A website that offers an optimal viewing experience to the user with easy navigation and reading is a responsive website. It is created using responsive web design (RWD) and is compatible with the most popularly used web-	
8	Do you have any idea about AMP?		AMP is the abbreviation for Accelerated Mobile Pages. It is a joint project of Google and Twitter for making fast mobile pages. It is an open source initiative, which is lightweight and fast to load.	
9	Keyword Streaming		Keyword streaming is a popular SEO methodology that is used to draw extraordinary traffic draw to the websites. In this method, popular keywords are further optimized to maximize the reach.	
10	What is Content Marketing?		Keywords play the most important role in drawing traffic to a particular website. Without keywords, one cannot get the desired ranking and traffic.	
11	What is Quality Score?		Quality Score is an estimate of Google, based on which the quality and relevance of the keywords and PPC ads are evaluated on the score of 1 -10.	
12	What factors affect the Quality Score?		• Relevance of keywords and ads • Landing page quality	

13	Keywords for better website ranking?		- Title - Meta tag - Website URL	
14	How do you go ahead with content promotion?		For content promotion, tactics like social media promotion, email broadcasting, influencer marketing, backlink strategy, and Quora answers work well.	
15	Different from product marketing		Marketing a product and marketing a service both needs a different approach	
16	Have you ever been a part of it?		- Quarterly marketing and advertising goal - Current marketing scenario - Timeline of tasks	
17	AIDA model in marketing		AIDA stands for Attention, Interest, Desire, Action.	
18	What do you know about Ambush Marketing?		This is meant for free promotions and at the same time, competing from those participants who have actually paid for the event.	
19	inbound marketing		Inbound marketing involves a strategy to pull the audience close to the products/services and create brand awareness	
20	What is real-time marketing?		Real-time marketing is a strategy to take advantage of live events, news, topics, or situations to market/promote the product.	
21	What is the best thing you love about marketing?		Doing a job without loving it is not a healthy thing.	
22	What type of management style do you prefer?		Marketing is usually a combination of creative and analytical skills.	
23	How important do you feel to communicate with the sales or product team?		Communication is a prominent aspect of marketing. You should not only communicate effectively with your customers but also within your organisation, with the product and sales team.	
24	Name popular PPC tools		- Search Monitor - Campaign Watch	
25	What is niche marketing?		The business of promoting and selling a product or service to a specialized segment of a market.	
Faculty Team Prepared	**Anjen Fernando.A**		Signature:	

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