



# MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

## DEPARTMENT OF MANAGEMENT STUDIES

### QUESTION BANK

#### 19MBB01 – MARKETING MANAGEMENT

##### PART A

##### UNIT I

1. What do you mean by a market?
2. Define marketing.
3. Define marketing management.
4. Write about the marketing concept.?
5. What are the steps in the marketing process?
6. Define marketing environment?
7. What do you mean by global marketing?
8. What is micro environment?
9. What is marketing mix?
10. What are the functions of marketing management?

##### PART B

1. i) Bring out the differences between marketing and selling?(7 Marks)  
ii) Describe the nature of the marketing management?(6 Marks)
2. Explain in detail about concept of:  
i) Salient features and Significance of modern marketing? (7 Marks)  
ii) Significance of modern marketing? (6 Marks)
3. i) Describe the functions performed by the marketing management (7 Marks)  
ii) Explain how changes in demographic and cultural environment will affect the marketing decisions. (6 Marks)
4. i) Explain in detail the core concepts of marketing? (7 Marks)  
ii) Discuss various functional areas in marketing. (6 Marks)
5. i) Explain the prospects of global marketing? (5 Marks)  
ii) Briefly explain about Marketing Mix concepts (8 marks)

##### UNIT – II

##### PART A

1. Define Product?
2. What are the features of the product?
3. What is product planning?
4. Define product management?
5. What is product planning and development?
6. What are the stages in new product development?

7. What do you mean by PLC?
8. What is strategic planning?
9. What do you mean by sales Promotion?
10. Define packaging and Labeling?

**PART B (13 MARKS)**

1. i) Give a brief notes on importance of product planning (7 Marks)  
ii) Elaborate the steps in product planning and development?(6 Marks)
2. Discuss on new product development process?(13 Marks)
3. i) Write a note on product mix and product line (8 Marks)  
ii) Discuss the stages in the product life cycle. (5 Marks)
4. i) Give a description on types of branding? (8 Marks)  
ii) Write a note on packaging and Labeling.(5 Marks)
5. i) Explain the functions of marketing distribution channel (8 marks)  
ii) Explain the factors that influence the channel decision. (5 Marks)

**UNIT – III**

**PART A (2 MARKS)**

1. Define market segmentation?
2. What are the benefits of market segmentation?
3. Define Positioning?
4. Define product repositioning.?
5. Define demographic segmentation?
6. Define psychographic segmentation?
7. Define behavioural segmentation?
8. What is pre-quality positioning?
9. What do you mean by Store loyalty?
10. What do you understand Life Style?

**PART B (13 MARKS)**

1. i) What are the bases for market segmentation? Discuss (8 Marks)  
ii) Describe the conditions essential for successful market segmentation? (5 Marks)
2. i) Explain importance and benefits of market segmentation? (8 Marks)  
ii) Explain the factors influencing market segmentation? (5 Marks)
3. i) Explain about the targeting and positioning? (7 Marks)  
ii) Explain the basis for identifying target marketing.? (6 Marks)
4. i) Explain in detail the positioning strategies? (7 Marks)  
ii) Discuss the segmentation of industrial markets (6 marks)
5. i) A firm adopts two types of strategies i.e product differentiation and market segmentation to explore the market. Discuss? (7 Marks)  
ii) Write short notes on the following:
  - Concentrated marketing
  - Store loyalty
  - Life-Style and Segmentation? (6 Marks)

## UNIT – IV

### PART A (2 MARKS)

1. What is Buyer Behaviour?
2. What are the various levels of consumer decision making?
3. What is customer satisfaction?
4. What are the factors that influence customer satisfaction?
5. What is CRM??
6. What is online marketing?
7. What is customer portfolio?
8. What are the benefits of CRM?
9. What is Customer acquisition?
10. Define Retaining?

### PART B (13 MARKS)

- 1.i) Explain the importance of consumer buying behaviour (7 Marks)  
ii) Discuss the buying behaviour models?(6 Marks)
- 2.i) Describe the factors influencing the consumer buying behaviour (7 Marks)  
ii) Explain the stages in industrial buying process?(6 Marks)
3. Explain the factors influencing industrial buying behavior?
4. Enumerate the differences between industrial buying and consumer buying?
5. Discuss the hierarchy of Response model for online buying.

## UNIT – V

### PART A (2 MARKS)

1. What are the various information requirements for successful marketing operations?
2. Define marketing Information System (MKIS or MIS)?
3. What are the major components of MKIS or marketing intelligence system?
4. Define marketing research?
5. What is Data mining?
6. What are the characteristics of good research?
7. What are the functions of Marketing Research?
8. What is product Research?
9. What is advertising research?
10. Define Promotion Research?

### PART B (13MARKS)

1. i) Explain the types of Marketing Information System?(7 Marks)

- . ii) Write the difference between MR and MKIS?(6 Marks)
- 2. i) Explain the advantages and disadvantages of Marketing Research?(7 Marks)
  - ii) Give some examples of data mining applications in marketing? (6 Marks)
- 3. i) Explain the importance and objectives of MR?(5 Marks)
  - ii) Discuss the scope and process of Marketing Research?(8Marks)
- 4. i) Explain the factors influence the MR decisions?(7 Marks)
  - ii) What are the ethical issues involved in MR? (6Marks)
- 5.i) What is e- marketing? What are the different types of e- marketing?(7 Marks)
  - ii) Explain the ethical issues in marketing?(6 Marks)

### **PART C (15 MARKS)**

#### **1. CASE STUDY:**

The caselet examines the entry of Maruti Udyog Limited (MUL), the leading Indian car manufacturer, into the used car market. Between the late 1990s and early 2000s, MUL found its profit margins going down. This made it imperative for it to look for other revenue generating avenues, and this included the entry into the user car market in India. The caselet also examines how Maruti used its customer relations practices to build customer loyalty and word-of-mouth awareness.

Issues:

- I. Evolution of the used car-market in India
- II. Role of word-of-mouth in developing new business for a company
- III. The role of changing demographics in developing new markets jetBlue Airways (jetBlue), a New York-based low-cost airline flying to 32 cities in the US in 2005, started operating in 2000. Maruti Udyog Limited (MUL), the largest automobile company in India in 2005, came into existence through an Act of Parliament in 1981. In 1982, MUL entered into a joint venture with Suzuki Motor Company of Japan to manufacture cars in India. With the entry of MUL, the car market in India started growing.

Question : I. It was after the entry of companies like MUL, Ford, Mahindra, etc., that the organized used car market in India attained critical mass. To what extent has the entry of these players changed the consumer behavior towards the used car market?

II. "In 2001, MUL, the market leader in the car industry in India, entered the used-car market in India by launching its True Value operations." How will the entry of Maruti into the used car market help the company maintain its leadership position in the Indian car market?

## **2. CASE STUDY:**

The caselet, Haldiram's: The No: 1 Choice of Consumers, explains how Haldiram's, which markets snack products in India, became the primary choice among Indian consumers. Haldiram's came out with different products which suited the tastes of various ethnic and geographical groups. The caselet deals with how the company used the 4Ps effectively to influence consumer decision making.

Issues:

- 1.Ways in which a company can influence consumer decision making
- 2.Importance of the pricing strategy in the ready-to-eat snack market in India
- 3.The need to offer products which suit the tastes of a heterogeneous group.

Haldiram's, a household name in ready-to-eat snack foods in India, offered a wide range of products to its customers. The product range included namkeens (savories), sweets, sharbats, .bakery items, dairy products, papads, and ice-creams

Namkeens remained the main focus area for the group. By specializing in the manufacture of namkeens, the company created a niche market. Haldiram's sought to customize its products to suit the tastes and preferences of customers from different parts of India. For example, it launched 'Murukku,' a South Indian snack, and 'Chennai Mixture' for south Indian customers.

Question:

- 1.What were the ways in which Haldiram's influenced the decision making of the consumers?
2. What were the marketing strategies followed by Haldiram's to ensure that its products became the No 1 choice among the consumers?

## **3. CASE STUDY:**

Burger King failed to attract nutrition-conscious diners through Satisfries, a lower-calorie, healthier version of its French fries, with the result that the company withdrew the product from two-thirds of its restaurants. The failure of Satisfries was a major blow to the global fast food giant which was struggling to provide better dining experiences to customers by serving healthy fast food at its restaurants. Burger King introduced the lower-calorie fries with the objective of attracting more health-conscious consumers and boosting its health-friendly image among the fast food giants in the world. But critics questioned its claim about offering fewer calories and a healthier fast food option than its rivals. The product also failed to satisfy consumers who were not clear about the advantages of Satisfries compared to the company's regular fries. Moreover,

its overpricing, weak brand positioning, bad marketing decision, wrong social media advertisements, and lack of product differentiation among others, resulted in the failure of Satisfries.

Question :

- I. Analyze the advantages of Satisfries as compared to the company's regular fries.
- II. Analyze Burger King's plan to provide better dining experiences to customers followed by the failure of Satisfries.

#### **4. CASE STUDY:**

This case let discusses Cadbury India's advertising strategy in positioning Dairy Milk as a compelling alternative to traditional Indian sweets as dessert. Supporters of this strategy claimed that as a market leader, Cadbury India was rightly trying to increase the overall chocolate consumption in India which would go a long way in driving the sales of Dairy Milk. Skeptics of this strategy pointed out that the positioning strategy would only go so far, and that the real boost to sales would come only from successfully coming out with new variants of the Dairy Milk product.

Question:

- I. To understand the current brand positioning strategy of Dairy Milk
- II. To analyze the impact of positioning Dairy Milk as a dessert on its sales
- III. To analyze what else can be done to augment the current brand positioning strategy in driving the sales of Dairy Milk.

#### **5. CASE STUDY:**

Imperial Tobacco Company of India Limited (ITC), incorporated on August 24, 1910, was one of India's premier private sector companies with a turnover of US \$ 3 billion and a market capitalization of nearly US \$ 10 billion in 2004. ITC was a dominant player in its traditional businesses of cigarettes, hotels, paperboards, packaging and agri-exports. ITC ventured into the branded and packaged foods business with the launch of the 'Kitchens of India' (KOI) brand in August 2001 and the 'Aashirvaad' brand in 2002. By entering the food business, ITC aimed at leveraging on its proven strength in the hospitality industry, packaging, and sourcing of agricultural products.

Questions :

1. What are the factors which have prompted ITC to enter the convenience food market? How did they segment their target market?

2. How did ITC ensure long shelf life for its convenience food products?