

Department of MBA
MBA (Mid) Question Bank (R22 Regulations)

Academic Year : 2024-25
Semester : II
Subject Name : Marketing Management (22MB202PC)
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PART-A

MID – I QUESTION					
Q.No.	Question	Marks	BL	CO	Unit No
1	Define marketing and explain its importance.	2	L1	CO1	I
2	What is marketing environment?	2	L1	CO1	I
3	What is marketing analytics?	2	L1	CO1	I
4	Mention any two new marketing realities.	2	L2	CO1	I
5	Define marketing research.	2	L1	CO1	I
6	Discuss about international marketing research.	2	L2	CO1	I
7	Define consumer behavior.	2	L1	CO2	II
8	Explain the concept of analyzing consumer markets.	2	L1	CO2	II
9	What are the levels of a product?	2	L1	CO2	II
10	Define product life cycle.	2	L2	CO2	II
11	What is new product development?	2	L1	CO2	II
12	What are importance of branding ?	2	L2	CO2	II
13	Define market segmentation.	2	L1	CO3	III
14	What is positioning in marketing?	2	L1	CO3	III
15	Mention two bases for segmenting business markets.	2	L2	CO3	III
MID –II QUESTION					
Q. No	Questions	Marks	BL	CO	Unit No
16	What is Market targeting?	2 M	L2	CO3	III
17	Discuss about Repositioning.	2 M	L4	CO3	III
18	What is Positioning Map?	2 M	L1	CO3	III
19	What do you mean by Distribution Channel?	2 M	L1	CO4	IV
20	What is channel strategy decisions?	2 M	L1	CO4	IV
21	Define Advertising.	2 M	L1	CO4	IV
22	Discuss about online marketing.	2 M	L2	CO4	IV
23	What is communication promotion mix?	2 M	L2	CO4	IV
24	Outline the concept of personal selling	2 M	L1	CO4	IV
25	What is the importance of price?	2 M	L2	CO5	V
26	Discuss about Bottom of Pyramid	2 M	L2	CO5	V
27	What do you understand by Rural Marketing?	2 M	L2	CO5	V
28	Discuss about Digital marketing?	2 M	L1	CO5	V
29	Write a note on Retail marketing.	2 M	L1	CO5	V
30	Write about Global marketing.	2 M	L4	CO5	V

PART-B

MID – I QUESTION					
Q. No	Questions	Marks	BL	CO	Unit No
1	Define Marketing management. Explain the scope of Marketing management	4	L2	CO1	I
2	Describe core marketing concepts with examples.	4	L3	CO1	I
3	Explain various elements of Marketing Environment.	4	L3	CO1	I
4	Discuss about marketing strategies.	4	L4	CO1	I
5	Examine ethical issues in international marketing research.	4	L4	CO1	I
6	Evaluate new marketing realities.	4	L4	CO1	I
7	Discuss about importance and features of marketing Environment	8	L4	CO1	I
8	Explain marketing research process with suitable example.	8	L5	CO1	I
9	What is marketing information system. Explain its components and importance.	8	L4	CO1	I
10	Explain consumer decision-making process with example.	4	L2	COII	II
11	Describe the product life cycle stages with examples.	4	L3	COII	II
12	Discuss about methods for consumer market analysis	4	L3	COII	II
13	Analyze new product development stages.	4	L4	COII	II
14	Describe product mix dimensions with examples	4	L4	COII	II
15	Discuss about Adoption process	4	L4	COII	II
16	Explain about product classification and product range.	8	L4	COII	II
17	Evaluate cultural, social & personal factors influencing on consumer behavior.	8	L5	COII	II
18	What is consumer value. Explain the process and strategies to create consumer value.	8	L5	COII	II
19	Define Segmentation. Explain various types of for consumer segmentation.	4	L2	CO3	III
20	Describe the positioning process.	4	L3	CO3	III
21	What are the benefits of segmentation?	4	L3	CO3	III
22	Explain about business market segmentation.	4	L4	CO3	III
23	What are requirements for effective segmentation?	4	L4	CO3	III

MID –II QUESTION					
Q. No	Questions	Marks	BL	CO	Unit No
24	Distinguish between Positioning and Repositioning	4 M	L2	CO3	III
25	Explain various Positioning Strategies.	4 M	L5	CO3	III
26	Discuss about Market Targeting strategies.	4 M	L5	CO3	III
27	Explain the concept of evaluating market segmentation.	4 M	L5	CO3	III
28	State the benefits of Positing Map.	4 M	L5	CO3	III
29	Define marketing channel. Write the importance of marketing channels.	4 M	L2	CO4	IV
30	Describe the key functions performed by marketing channel intermediaries.	4 M	L4	CO4	IV
31	Explain various types of marketing channel structures.	4 M	L2	CO4	IV
32	Discuss about channel strategy decisions.	4 M	L4	CO4	IV
33	Explain various elements of Promotion Mix tools.	4 M	L2	CO4	IV

34	Discuss about features and types of Personal selling.	4 M	L5	CO4	IV
35	Briefly explain various types of sales promotion strategies.	8 M	L3	CO4	IV
36	Explain the process of marketing communication and marketing communication mix.	8 M	L4	CO4	IV
37	Distinguish between personal selling and direct selling. Elaborate various factors affecting the promotion mix.	8 M	L5	CO5	IV
38	Explain briefly about various types of pricing strategies.	4 M	L2	CO5	V
39	Describe about cost determinant of price.	4 M	L2	CO5	V
40	What is product line pricing. Explain with suitable examples	4 M	L4	CO5	V
41	Discuss about advantages and disadvantages of Word-of-mouth publicity.	4 M	L3	CO5	V
42	State about objectives and practices of Green marketing.	4 M	L3	CO5	V
43	Explain strategies and advantages of Relationship marketing	4 M	L3	CO5	V
44	Discuss about profit maximization pricing and Break even pricing	8 M	L4	CO5	V
45	Explain features and strategies of Rural marketing.	8 M	L3	CO5	V
46	Discuss the role of social media marketing and digital marketing in creating value for customers and building customer relationship	8 M	L4	CO5	V

