



**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES**  
(Autonomous)

**Department of Management Studies**

QUESTION BANK

Marketing Management (22MBA122)

**SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES**  
(AUTONOMOUS)

**(MARKETING MANAGEMENT)**

**QUESTION BANK**

**I MBA / II - SEMESTER**

**REGULATION: R<sub>22</sub>**



**FACULTY INCHARGE :** BY  
**DR. VISWA KIRAN .H**  
**ASSISTANT PROFESSOR**

**DEPARTMENT :** **DEPARTMENT OF MANAGEMENT STUDIES**



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I MBA – Semester - II						
Course Code		MARKETING MANAGEMENT	L	T	P	C
22MBA122			4	0	0	4
<b>Course Educational Objectives (CEO):</b>						
<ul style="list-style-type: none"> <li>➤ CEO1: To provide knowledge on Needs, Wants and Demands</li> <li>➤ Marketing mix</li> <li>CEO2: To inculcate various methods of segmentation, targeting and positioning.</li> <li>CEO3: To elucidate product management</li> <li>CEO4: To provide necessary knowledge on pricing and distribution management</li> <li>CEO5: To give a elaborate view on role of marketing</li> </ul>						
<b>UNIT - I</b>	<b>Introduction</b>				Lecture Hrs: 10	
Needs, Wants, Demands, Marketing, Marketing Mix, Marketing Management- Concepts of Marketing- Marketing Environment.						
<b>UNIT - II</b>	<b>Market Segmentation, Targeting and Positioning:</b>				Lecture Hrs: 10	
Identification of Market Segments, Segmenting Consumer Marketing, - Selecting Target Markets - Segmentation and Targeting as a Basis for Strategy Formulation- Developing and Communicating a Positioning Strategy.						
<b>UNIT - III</b>	<b>Product Management</b>				Lecture Hrs:12	
Constituents of a Product - Product Line - Product Mix -Classification of New Products - New Product Development - Product Life Cycle, PLC as a Tool for Marketing Strategy.						
<b>UNIT - IV</b>	<b>Pricing and Distribution Management:</b>				Lecture Hrs:12	
Objectives of Pricing, Setting Pricing Policy, Methods of Pricing, Adapting Price, Initiating and Responding to Price Changes.						
<b>UNIT - V</b>	<b>Marketing Promotion:</b>				Lecture Hrs:10	
Role of Marketing Promotion– Marketing Promotion Mix –Sales Force Management-On line Marketing.						
<b>Course Outcomes:</b>						
<b>On successful completion of the course the student will be able to,</b>					<b>POs related to COs</b>	
CO1	Demonstrate the knowledge in concepts of marketing and understanding needs , wants and demand.				PO1,PO2,PO7	
CO2	Develop segmentation, targeting and positioning strategies				PO2,PO4,PO7	
CO3	Analyze and derive the process of product management				PO5,PO7	
CO4	Examine the methods of pricing and distribution strategies.				PO1,PO4,PO7	
CO5	Compare the methods of marketing promotion and choose the best				PO5, PO7	



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promotional strategy

## Text Books:

1. [Marketing Management, 9/e, C.B. Gupta & N. Rajan Nair, C.B. Gupta, Rajan Nair](#), Sulthan Chand and Sons. 2020
2. Marketing Management, 12/e, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson Prentice Hall Education Publications, New Delhi, 2007.

## Reference Books:

1. Marketing Management, 3/e, V.S. Ramaswamy and S. Namakumari, McMillan India limited, New Delhi, 2007.
2. Marketing Management-Text and Cases, 2/e, Tapan K Panda, Excel Books, New Delhi, 2007.
3. Marketing Management, 1/e, C.B.Gupta and N.Rajan Nair, Sultan Chand and Sons, New Delhi, 2006.
4. Marketing in the 21<sup>st</sup> century, 8/e, Joel R.Evans, Barry Berman, Biztantra publications, New Delhi, 2008.
5. Marketing Management, 4/e, Rajan Saxena, TMH, New Delhi, 2010.

## Online Learning Resources:

<https://northcampus.uok.edu.in/downloads/20161102133904427.pdf>  
[https://onlinecourses.swayam2.ac.in/cec20\\_mg06/preview](https://onlinecourses.swayam2.ac.in/cec20_mg06/preview)  
[https://www.academia.edu/36875657/MARKETING\\_MANAGEMENT\\_Student\\_Study\\_Material](https://www.academia.edu/36875657/MARKETING_MANAGEMENT_Student_Study_Material)

## QUESTION BANK

Question No.	Questions	PO Attainment
<b>Unit – I: Introduction to Marketing Management</b>		
<b>PART-A (Two Marks Questions)</b>		
1	Define "needs" in the context of marketing.	PO1,PO2,PO7
2	How do needs differ from wants?	PO1,PO2,PO7
3	What factors can affect the level of demand for a product?	PO1,PO2,PO7
4	How can marketers tap into consumers' wants to drive sales?	PO1,PO2,PO7
5	Define "marketing" in your own words.	PO1,PO2,PO7
6	What are the four elements of the marketing mix?	PO1,PO2,PO7
7	Provide an example of how a company can adjust its marketing mix to target a younger demographic.	PO1,PO2,PO7
8	Define "marketing management" and its key responsibilities.	PO1,PO2,PO7
9	List out the concepts of Marketing	PO1,PO2,PO7
10	Why the marketing concept is considered customer-centric?	PO1,PO2,PO7
11	Name and briefly describe two types of external factors that influence the marketing environment.	PO1,PO2,PO7
12	How can a company adapt its marketing strategies to changes in the marketing environment?	PO1,PO2,PO7
<b>PART-B (Ten Marks Questions)</b>		
1	Describe the hierarchy of needs proposed by Abraham Maslow and explain how it relates to consumer behavior.	PO1,PO2,PO7



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2	Discuss the ethical considerations that arise when marketing products to fulfill basic human needs.	PO1,PO2,PO7
3	Provide examples of how marketing campaigns can create and shape consumer wants through emotional appeals.	PO1,PO2,PO7
4	Describe the role of purchasing power in transforming wants into demands.	PO1,PO2,PO7
5	Describe each of the 4Ps in the marketing mix (product, price, place, promotion) and their interplay in a successful marketing strategy	PO1,PO2,PO7
6	Elaborate on the concept of strategic planning in marketing management and its role in achieving long-term business goals.	PO1,PO2,PO7
7	Explain the concepts of Marketing in detail	PO1,PO2,PO7
8	Compare and contrast the selling concept with the societal marketing concept, highlighting their differing philosophies and objectives	PO1,PO2,PO7
9	Describe the various macro-environmental factors (such as economic, political, and cultural) and how they collectively shape a company's marketing strategies.	PO1,PO2,PO7
10	Analyze the impact of technological advancements on the marketing environment, considering both opportunities and challenges.	PO1,PO2,PO7

Question No.	Questions	PO Attainment
<b>UNIT – 2: Unit – II : Market segmentation, Targeting and Positioning</b>		
<b>PART-A (Two Marks Questions)</b>		
1	Define market segmentation	PO2,PO4,PO7
2	What are the qualities of a good segmentation?	PO2,PO4,PO7
3	List out the steps involved in segmentation process	PO2,PO4,PO7
4	Provide an example of how demographic variables can be used to segment a market	PO2,PO4,PO7
5	Who is consumer?	PO2,PO4,PO7
6	What is target market?	PO2,PO4,PO7
7	What is positioning?	PO2,PO4,PO7
8	What is consumer market segmentation?	PO2,PO4,PO7
9	What is consumer market?	PO2,PO4,PO7
10	How to select target market.	PO2,PO4,PO7
11	Describe segmentation and targeting as a basis for strategy formulation?	PO2,PO4,PO7
12	What is positioning strategy?	PO2,PO4,PO7
13	Explain communicating a positioning strategy?	PO2,PO4,PO7
14	What are the steps in developing and communicating strategy?	PO2,PO4,PO7
15	What is segmentation and targeting?	PO2,PO4,PO7
16	What are the factors affecting segmentation?	PO2,PO4,PO7
<b>PART-B (Ten Marks Questions)</b>		
1	Explain the process of market segmentation and why it's crucial for effective marketing strategy. Provide examples to support your explanation	PO2,PO4,PO7
2	Discuss the advantages and challenges of using psychographic segmentation in identifying market segments. How does it contribute to a more personalized marketing approach?	PO2,PO4,PO7
3	Compare and contrast geographic and behavioral segmentation approaches. Provide real-world examples of products that would benefit from each type of segmentation	PO2,PO4,PO7
4	Discuss the concept of lifestyle segmentation and its relevance in consumer marketing. How can understanding consumers' lifestyles enhance marketing efforts?	PO2,PO4,PO7
5	Explain the concept of target marketing and how it helps companies allocate resources effectively. Illustrate with a case study of a company that successfully targeted a specific market segment.	PO2,PO4,PO7
6	Discuss the concept of "undifferentiated marketing" and its potential drawbacks. Provide	PO2,PO4,PO7



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	insights into when undifferentiated marketing might still be appropriate for certain businesses.	
7	Define positioning in marketing and outline its significance in creating a competitive advantage. Discuss the elements that contribute to a strong positioning strategy.	PO2,PO4,PO7
8	Using examples, explain the differences between functional, symbolic, and experiential positioning. How do these positioning strategies cater to different consumer needs and preferences?	PO2,PO4,PO7
<b>Question No.</b>	<b>Questions</b>	<b>PO Attainment</b>
<b>UNIT – 3: Product management</b>		
<b>PART-A (Two Marks Questions)</b>		
1	What is a product?	PO5,PO7
2	Define the term "product" in the context of marketing and list its three main components	PO5,PO7
3	Differentiate core product and augmented product.	PO5,PO7
4	What are the constituents of a product?	PO5,PO7
5	What is core product?	PO5,PO7
6	What is expected product?	PO5,PO7
7	What is augmented product?	PO5,PO7
8	What is actual product?	PO5,PO7
9	What is product line?	PO5,PO7
10	Write about product mix?	PO5,PO7
11	Differentiate between a product line and a product mix, providing an example of each.	PO5,PO7
12	List the steps in new product development?	PO5,PO7
13	Explain about classification of new product.	PO5,PO7
14	List out advantageous and disadvantageous of new product	PO5,PO7
15	What is product life cycle?	PO5,PO7
16	Define the stages of the product life cycle (PLC)	PO5,PO7
17	Define strategy	PO5,PO7
18	Explain marketing strategy	PO5,PO7
19	Is PLC a tool?	PO5,PO7
20	PLC as a tool for marketing strategy?	PO5,PO7
<b>PART-B (Ten Marks Questions)</b>		
1	Explain the concept of a "product" in marketing and discuss its three core components. Provide examples to illustrate each component's significance.	PO5,PO7
2	How do the core product, actual product, and augmented product interact to create value for customers? Provide a real-world product example to support your explanation.	PO5,PO7
3	Define a "product line" and a "product mix." Discuss the advantages of having a well-defined product line and a diversified product mix for a company.	PO5,PO7
4	Using an example, explain how a company's product mix can be strategically adjusted to target different market segments and meet varying consumer needs.	PO5,PO7
5	Describe the different categories of new products based on the degree of consumer learning required. Provide examples for each category.	PO5,PO7
6	Discuss the challenges companies might face when introducing "disruptive innovations" and explain how they differ from "incremental innovations."	PO5,PO7
7	Outline the stages of the new product development process and emphasize the role of market research during each stage	PO5,PO7
8	Explain the concept of "cross-functional teams" in the context of new product development. How do these teams contribute to successful product launches?	PO5,PO7
9	Define each stage of the product life cycle (PLC) and elaborate on the marketing strategies typically employed during the growth and maturity stages	PO5,PO7
10	Discuss how the concept of the product life cycle (PLC) can be applied to develop effective marketing strategies for both new and established products.	PO5,PO7



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Question No.	Questions	PO Attainment
<b>UNIT – 4: Pricing and distribution management</b>		
<b>PART-A (Two Marks Questions)</b>		
1	Define price?	PO1, PO4,PO7
2	Define distribution	PO1, PO4,PO7
3	What is distribution management?	PO1, PO4,PO7
4	What are the objectives of pricing?	PO1, PO4,PO7
5	What are the pricing policies?	PO1, PO4,PO7
6	How to set pricing policies	PO1, PO4,PO7
7	What are the methods of pricing?	PO1, PO4,PO7
8	Define price adaptation?	PO1, PO4,PO7
9	What are the types of price adaptation?	PO1, PO4,PO7
10	How to initiate price changes?	PO1, PO4,PO7
11	How to respond to price changes	PO1, PO4,PO7
12	Explain about distribution management.	PO1, PO4,PO7
13	What are the functions of the channel?	PO1, PO4,PO7
14	Explain about channel function and flows	PO1, PO4,PO7
15	List the various channel levels?	PO1, PO4,PO7
16	What are channel management decisions?	PO1, PO4,PO7
17	Define retailing	PO1, PO4,PO7
18	Explain about types and functions of retailing	PO1, PO4,PO7
19	Define wholesaling?	PO1, PO4,PO7
20	Explain about types and functions of wholesaling?	PO1, PO4,PO7
<b>PART-B (Ten Marks Questions)</b>		
1	Explain the different pricing objectives a company might have, such as profit maximization, revenue maximization, and market share leadership. Discuss the trade-offs associated with each objective.	PO1, PO4,PO7
2	What are the objectives of pricing? elaborate	PO1, PO4,PO7
3	What are the methods of pricing? Explain with examples	PO1, PO4,PO7
4	How can a company's pricing objectives change over the product's life cycle? Provide examples of how pricing objectives might shift between the introduction and maturity stages.	PO1, PO4,PO7
5	Compare and contrast a "skimming pricing" strategy and a "penetration pricing" strategy, highlighting their advantages and potential drawbacks.	PO1, PO4,PO7
6	What are the functions of the channel? elaborate	PO1, PO4,PO7
7	Explain about channel function and flows with explanation	PO1, PO4,PO7
8	What are channel management decisions?	PO1, PO4,PO7
9	Explain in detail about types and functions of retailing	PO1, PO4,PO7
10	Explain in detail about types and functions of wholesaling?	PO1, PO4,PO7



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Question No.	Questions	PO Attainment
<b>UNIT – 5: Marketing promotion</b>		
<b>PART-A (Two Marks Questions)</b>		
1	What is a promotion?	PO5, PO7
2	What is the need of marketing promotion?	PO5, PO7
3	Define marketing promotion	PO5, PO7
4	Describe the role of marketing promotion?	PO5, PO7
5	What is promotional mix?	PO5, PO7
6	Write about marketing promotional mix?	PO5, PO7
7	What is meant by sales force?	PO5, PO7
8	What is sales force management?	PO5, PO7
9	What is the importance of sales force management?	PO5, PO7
10	What are the functions of sales force management?	PO5, PO7
11	Elucidate promotional opportunities	PO5, PO7
12	Define online marketing.	PO5, PO7
13	What is the importance of online marketing?	PO5, PO7
14	Differentiate off line marketing and online marketing?	PO5, PO7
15	What are the latest trends of online marketing?	PO5, PO7
16	What are the stages in online marketing?	PO5, PO7
17	What is the scope of online marketing?	PO5, PO7
18	What are the disadvantageous of online marketing?	PO5, PO7
19	Explain the merits and demerits of online marketing promotion	PO5, PO7
20	What are the difficulties in online marketing?	PO5, PO7
<b>PART-B (Ten Marks Questions)</b>		
1	Discuss the multifaceted role of marketing promotion in the context of a product launch. How does promotion contribute to various stages of the product life cycle?	PO5, PO7
2	Using a consumer product of your choice, describe how a company might use the different components of the promotion mix to create a comprehensive promotional campaign.	PO5, PO7
3	Write about marketing promotional mix with suitable examples	PO5, PO7
4	Discuss the key responsibilities of sales force management and how it contributes to driving sales and building customer relationships.	PO5, PO7
5	Explain the concept of content marketing in the realm of online marketing. How does it provide value to both businesses and consumers?	PO5, PO7
6	Differentiate off line marketing and online marketing?	PO5, PO7
7	What are the advantageous and disadvantages of online marketing? elaborate	PO5, PO7
8	Discuss the challenges and opportunities of online marketing in the era of social media. How can companies leverage social media platforms to engage with their target audience effectively?	PO5, PO7

\*\*\*ALL THE BEST\*\*\*