



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(AUTONOMOUS)

QUESTION BANK

Year / Semester: I MBA II Semester

Regulation: R22

Subject and Code: Marketing Management & 22MBA122

SYLLABUS

I MBA – Semester - II					
Course Code	MARKETING MANAGEMENT	L	T	P	C
22MBA122		4	0	0	4
UNIT - I	Introduction				
Needs, Wants, Demands, Marketing, Marketing Mix, Marketing Management- Concepts of Marketing- Marketing Environment.					
UNIT - II	Market Segmentation, Targeting and Positioning				
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.					
UNIT - III	Product Management				
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.					
UNIT - IV	Pricing and Distribution Management				
Objectives of Pricing, Setting Pricing Policy, Methods of Pricing, Adapting Price, Initiating and Responding to Price Changes. Distribution Management: Channel Function and Flows, Channel Levels, Channel Management Decisions- Retailing- Types, Functions-Wholesaling- Types, Functions.					
UNIT - V	Marketing Promotion				
Role of Marketing Promotion– Marketing Promotion Mix –Sales Force Management-On line Marketing.					



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Max Marks: 10

S.No.	CO	Questions	BT
Unit I: (Introduction)			
1	1	Define needs, wants, and demands. Explain them with suitable examples.	L1
2	1	What is marketing management? Explain its functions.	L1
3	1	Define marketing. Explain the core concepts of marketing.	L1
4	1	List and explain the key features that describe the nature of marketing.	L2
5	1	What are the different areas included in the scope of marketing? Explain briefly.	L3
6	1	Explain the components of the marketing mix (4Ps) with examples.	L2
7	1	A company is launching a new energy drink. Explain how it should design an effective marketing mix strategy.	L2
8	1	Describe the different concepts of marketing (Production, Product, Selling, Marketing, Societal Marketing).	L3
9	1	Explain the components of the marketing environment. Distinguish between micro and macro environment.	L1
10	1	A new company is launching an organic soap in the market. Explain how the company can use the marketing mix to successfully introduce the product.	L2



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S.No.	CO	Questions	BT
Unit II: (Market Segmentation, Targeting and Positioning)			
1	2	Define Market Segmentation. Explain the importance of identifying market segments in consumer marketing.	L2
2	2	Discuss the bases for segmenting consumer markets. Explain demographic, geographic, psychographic, and behavioral segmentation with suitable examples.	L3
3	2	a) Explain the Characteristics of a Good Segmentation. b) Discuss the Benefits of market segmentation.	L1
4	2	Explain the concept of Target Market Selection. Describe the different targeting strategies used by companies.	L2
5	2	a) What are the Characteristics of a Good Product Positioning? b) Discuss the Errors made by the marketers while positioning the products in the market.	L1
6	2	Discuss in detail the various approaches used for positioning the products in the markets.	L2
7	2	Define Market Segmentation and Targeting. Explain how they serve as a basis for marketing strategy formulation.	L1
8	2	What is Positioning? Write a short note on developing and communicating a positioning strategy.	L1
9	2	A company planning to launch an organic skincare product wants to segment the market effectively. a) Identify the most suitable segmentation bases. b) Recommend an appropriate targeting strategy and justify your choice.	L3
10	2	Developing and Communicating a Positioning Strategy: a) Explain different positioning approaches (attribute, benefit, user, competitor-based, etc.). b) Evaluate how effective communication strengthens brand positioning in competitive markets.	L3



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S.No.	CO	Questions	BT
Unit III: (Product Management)			
1	3	Define the term Product. Explain the different constituents (levels) of a product.	L1
2	3	What is Product Line and Product Mix? Define and explain their components.	L1
3	3	Explain how Product Mix decisions influence a company's marketing strategy.	L2
4	3	Differentiate between Product Line and Product Mix with suitable examples. Explain how companies manage product line length and depth.	L2
5	3	Discuss the classification of new products in the markets.	L1
6	3	Discuss the importance of New Product Development (NPD) in today's competitive environment. Explain the major steps involved in NPD.	L2
7	3	Describe the stages of the Product Life Cycle (PLC) with a neat diagram.	L1
8	3	"Product Life Cycle is an important tool for marketing strategy." Explain how marketing strategies differ at each stage of the PLC.	L2
9	3	A company plans to launch a new electric car in the Indian market. a) Identify the classification of this new product. b) Explain the stages the company should follow in the New Product Development process.	L3
10	3	A leading smart phone brand is experiencing a decline in sales of one of its models. a) Identify the stage of the Product Life Cycle. b) Suggest appropriate marketing strategies for that stage.	L3



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S.No.	CO	Questions	BT
Unit IV: (Pricing and Distribution Management)			
1	4	a) Define pricing. Explain the importance of pricing. b) Explain the objectives of pricing.	L1
2	4	What are the different methods of pricing? Explain each briefly.	L1
3	4	Define distribution channel. Explain the various channel functions and flows.	L1
4	4	What is retailing and wholesaling? Describe the types of retailers and wholesalers.	L1
5	4	Explain the factors influencing pricing policy decisions in an organization.	L2
6	4	Discuss the various channel levels in distribution. How do channel levels affect distribution decisions?	L2
7	4	Explain Channel Management Decisions in marketing. Discuss the major decisions involved in managing marketing channels.	L2
8	4	Discuss the concept of adapting price. Explain various pricing adjustments used by companies	L2
9	4	Differentiate between retailing and wholesaling in terms of functions and role in the distribution system.	L2
10	4	A company is planning to reduce the price of its product due to competitive pressure. a) Suggest appropriate strategies for initiating and responding to price changes. b) Explain the possible impact of price reduction on channel members.	L3
11	4	A manufacturer wants to introduce a new FMCG product in rural markets. Recommend suitable distribution channels and justify your choice.	L3



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S.No.	CO	Questions	BT
Unit V: (Marketing Promotion)			
1	5	Define Marketing Promotion. List its main objectives.	L1
2	5	What is Promotion Mix? List its element and explain.	L1
3	5	Define Sales Force Management. How to manage sales force?	L1
4	5	What is Online Marketing? List any five online marketing tools.	L1
5	5	Explain the role of Promotion in Marketing Mix for increasing sales and building brand image.	L2
6	5	Explain the elements of Promotion Mix and how they support each other.	L2
7	5	Describe the functions of Sales Force Management in an organization	L2
8	5	Explain how Online Marketing differs from Traditional Marketing.	L3
9	5	A company launching a new smart phone wants to create awareness and increase sales quickly. Suggest a suitable Promotion Mix strategy and justify your choices.	L3
10	5	Answer the following: a) Explain the role of advertising in the Promotion Mix. b) Describe the steps involved in Sales Force Recruitment and Selection.	L3

Note: L1-Remembering, L2-Understanding, L3-Applying, L4-Analyzing, L5-Evaluating, and L6-Creating



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Text Books:

1. , 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 21st Century, 8/e, Joel R.Evans, Barry Berman, Biztantra Publications, New Delhi, 2008.
5. Marketing Management, 4/e, Rajan Saxena, TMH, New Delhi, 2010.

Instruction to Faculty Members:

The Six Levels of Bloom's Taxonomy:

1. **Remembering:** Retrieving, recognizing, and recalling relevant knowledge from long-term memory (e.g., list, define, name, locate).
2. **Understanding:** Constructing meaning, explaining ideas, or concepts (e.g., summarize, interpret, classify, compare).
3. **Applying:** Using information in new situations or implementing procedures to solve problems (e.g., solve, use, demonstrate, implement).
4. **Analyzing:** Breaking material into constituent parts, determining how the parts relate to one another and to an overall structure (e.g., contrast, categorize, distinguish, diagram).
5. **Evaluating:** Making judgments based on criteria and standards through checking and critiquing (e.g., judge, critique, justify, defend, argue).
6. **Creating:** Putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure (e.g., design, construct, develop, formulate).