

SY BCom Business Management (Marketing Management)

Important Note:

1. This is a suggested list of questions for semester III examination
2. Students must write any 5 questions from each module

MODULE 1

1. Define marketing. Explain its need and importance in today's competitive world
2. What is marketing? Explain its functions.
3. Explain the various Micro external environmental factors affecting business.
4. Explain the various Macro external environmental factors affecting business.
5. What are the different marketing opportunities in India due to BOP marketing
6. What are the factors responsible for growth of BOP marketing in India?
7. Explain the factors responsible for growth of middle class in India
8. Write a note on International Marketing environment.
9. Explain the implications of WTO on international marketing environment

Module 2

1. Define marketing strategy. Highlight its features.
2. Explain the steps involved in strategic marketing planning process .
3. Explain the areas to be considered for analysing competitors.
4. Enumerate the importance of SWOT analysis.
5. Explain the areas of Michael Porter's five force model.

Module 3

1. What are the different Product Levels which constitute customer value hierarchy?
2. Explain the classification of consumer goods.
3. Explain the classification of industrial goods.
4. What do you mean Product Life Cycle? Explain its stages along with marketing strategies.
5. What is the process of new product development?
6. What is product positioning? Explain its importance.
7. What are the steps involved in product positioning?
8. Explain the various product positioning strategies.

Module 4

1. What is Pricing? Explain the various objectives of pricing.
2. What are the factors influencing pricing? OR
3. Explain the various factors affecting pricing.
4. Explain the various pricing methods.
5. What are the different pricing strategies?
6. Distinguish between Skimming pricing and penetration pricing strategies.
7. Explain the steps in pricing