

Principles of Marketing Question Bank FYBMS 2019

Paper pattern: -

Q1. Objectives (15 marks)

Q2. Full length questions (2 sets of 2 questions each. Attempt any one set)

Q3. Full length questions (2 sets of 2 questions each. Attempt any one set)

Q4. Full length questions (2 sets of 2 questions each. Attempt any one set)

Q5. Short notes (3 of 5)

Unit 1

1. Explain the features of marketing
2. Explain the functions of marketing
3. Explain the 4Ps of marketing
4. Explain the extended Ps of marketing
5. Explain the 4 Cs of marketing
6. Marketing vs selling
7. Explain the marketing and selling concept
8. Explain the holistic concept of marketing

Unit 2

1. Explain the micro and macro components of marketing environment
2. Explain the features of marketing research
3. Explain the areas of marketing research
4. Explain the components of MIS
5. Explain the functions of MIS
6. Explain the factors influencing consumer behaviour
7. Explain the buying decision process
8. Explain the importance of consumer behaviour

Unit 3

1. Explain the elements of marketing mix for products
2. Explain the elements of marketing mix for services
3. Explain the product life cycle
4. Explain the new product development process
5. Why do new products fail
6. Explain the components of a brand
7. Explain the role of packing
8. Explain the factors influencing pricing decision
9. Explain the factors influencing the channel selection process
10. Explain the significance of promotion
11. Explain various tools of promotion

Unit 4

1. Explain the importance of segmentation
2. Explain the basis of segmentation
3. Explain the types of targeting

4. Explain various positioning strategies
5. Explain the usage of social media in marketing

Text books recommended

1. Vipul Publications
- 2 Manan prakashan