

**Tuljaram Chaturchand College of Arts, Science & Commerce,**

**Baramati [Autonomous]**

**Department of BBA**

Question Bank Principles of Marketing [Code: BBA1202]

**1. Fill in the blanks.[ 1 Mark Questions]**

1. ----- is an executive head of marketing department.
2. In ----- market contracts are made over the price for future delivery.
3. ----- Type of market deals with the purchase of sales of gold and silver.
4. ----- is a large and scattered market.
5. Supermarket is one type of -----.
6. Westside is type of ----- retailer.
7. Use of telecommunication and internet technology for personal selling is called as -----.
8. E-Marketing is also known as -----.
9. ----- is a marketing of products that are presumed to be environmental friendly.
10. Supplier is a part of ----- Environment of marketing.
11. Legal environment is part of ----- Environment of marketing.
12. Marketing Mix is a set of ----- variables.
13. Product has ----- and ----- characteristics.
14. Services are ----- unlike products.
15. In rural marketing major income is from -----.

**2. Answer the following in one sentence. [ 1 Mark Question]**

1. Define marketing.
2. List the functions of exchange in marketing.
3. List any two approaches to study marketing.
4. List any two qualities of marketing manager.
5. List types of markets on the basis of nature of transactions.
6. List any two characteristics of services.
7. List 7 P's of service marketing.
8. Define retail marketing.
9. List any two types of retailers.
10. List any two tools of E-Marketing.

11. Define green marketing.
12. Define market segmentation.
13. List 4 P's of marketing.
14. List product mix strategies.
15. Define supply chain management.

### **3. Write Short Notes On: (4 Mark Questions)**

1. Changing profile of marketing manager.
2. Types of market.
3. Green marketing.
4. Digital marketing.
5. Retail marketing.
6. Micro environment.
7. Market segmentation.
8. Product Life Cycle.
9. New Product development stages.
10. Supply chain management.
11. Wholesalers.
12. Distribution Channel.
13. Marketing Information System.
14. Marketing Research Process.
15. E-Marketing.

### **4. Short Answer questions [ 6 Marks]**

1. Explain nature and scope of marketing.
2. Explain different functions of marketing.
3. Explain revenue generation and functional approach of marketing.
4. Explain qualities and duties of marketing manager.
5. Define marketing. Explain various concept of marketing.
6. What do you mean by rural marketing? Explain its importance.
7. Define service marketing. Explain classification of services.
8. Explain in detail 7 P's of service marketing.
9. Define rural marketing. Explain difficulties in rural marketing.
10. Define retail marketing. Explain types of retailers.
11. Explain different tools of E- Marketing.
12. Explain green marketing with its benefits.
13. Define market segmentation. Explain the need of market segmentation.

14. Explain demographic segmentation with suitable example.
15. Explain in detail marketing mix.
16. Explain various factors affecting marketing mix.
17. Define product. Explain the concept of product simplification.
18. Elaborate the types of products.
19. Explain new product development process.
20. Explain various factors affecting price of product.
21. Explain the functions of marketing channel.
22. Explain various types of distribution strategies.
23. Explain different types of promotion media.
24. Explain the elements of marketing planning.
25. Explain the components of marketing information system.

**5. Long Answer questions. [12 Marks each]**

1. Define the term marketing. Explain different approaches to study marketing.
2. What do you mean by marketing? Explain the advantages of marketing in developing economy.
3. What is rural marketing? Explain its features and importance.
4. What do you mean by retailer? Explain various types of retailers.
5. What is market segmentation? Explain the procedure and significance of market segmentation.
6. What is marketing channel? Explain various factors affecting channel of distribution?
7. Define pricing. Explain in detail different methods of pricing.
8. Discuss the role of marketing manager and the challenges faced by marketing manager.
9. Discuss the challenges of rural marketing. What are the suggestions for improvement of rural marketing?
10. Discuss the base for market segmentation of consumer goods.
11. What is marketing mix? Explain its importance and also discuss factors affecting marketing mix.
12. Define product. Explain its intrinsic and extrinsic characteristics.
13. Draw a neat labeled diagram showing all stages of product life cycle. Describe all stages in detail.
14. What do you understand by pricing? Explain objectives of pricing and also explain different types of pricing strategies.
15. What is supply chain management? Explain the recent changes in logistic and supply chain management.
16. Explain marketing planning? State the important characteristics of marketing planning.

17. Define marketing research. Explain its objectives, scope and types.
18. Discuss in detail process of marketing research.
19. Define marketing information system. Explain its objectives, importance and limitations.
20. Define marketing information system Explain various components of marketing information system