MARKETING MANAGEMENT

Course Code: MB204C

Master of Business Administration

Unit I: Introduction to Marketing

1. What is marketing?
2. How is marketing defined according to modern marketing thinkers?
3. What are the main functions of marketing?
4. What is the scope of marketing?
5. What is the marketing concept?
6. What are the core elements of the marketing concept?
7. How does marketing differ from selling?
8. What is the concept of selling orientation?
9. What is marketing myopia?
10. Why is marketing myopia considered dangerous for organizations?
11. What is the 80:20 principle (Pareto principle) in marketing?
12. How is the 80:20 principle applied in marketing decisions?
13. What is the concept of marketing mix?
14. What are the elements of the marketing mix?
15. What is the Bottom of the Pyramid (BoP) concept?
16. How does the BoP concept influence marketing strategy?
17. What is the marketing environment?
18. What is the macro marketing environment?
19. What is the micro marketing environment?
20. Why is analysis of the marketing environment necessary?

Unit II: Segmentation, Targeting and Consumer Behaviour

21. Market Segmentation, Targeting and Positioning
22. What is market segmentation?
23. Why is market segmentation important?
24. What are the bases for market segmentation?
25. What is geographic segmentation?
26. What is demographic segmentation?
27. What is psychographic segmentation?
28. What is behavioral segmentation?
29. What is market targeting?
30. What are the different targeting strategies?
31. What is positioning?
32. Why is positioning important in marketing strategy?
33. Consumer Behaviour
34. What is consumer behaviour?
35. Why is the study of consumer behaviour important?
36. What is organizational buying behaviour?
37. How does consumer buying behaviour differ from organizational buying behaviour?
38. What are the buying roles in the buying decision process?
39. Who are initiators, influencers, deciders, buyers and users?
40. What is the five-step buyer decision process?
41. What is need recognition?
42. What is information search?

43. What is evaluation of alternatives?
44. What is purchase decision?
45. What is post-purchase behaviour?

Unit III: Product and Pricing

46. Product
47. What is a product?
48. How are consumer products classified?
49. What are convenience products?
50. What are shopping products?
51. What are specialty products?
52. What are unsought products?
53. How are industrial products classified?
54. What is product mix?
55. What are the dimensions of product mix?
56. New Product Development
57. What is new product development?
58. What is idea generation in NPD process?
59. What is idea screening?
60. What is concept development and testing?
61. What is business analysis in NPD?
62. What is product development?
63. What is test marketing?
64. What is commercialization?
65. Product Life Cycle
66. What is product life cycle?
67. What are the stages of the product life cycle?
68. What strategies are adopted during the introduction stage?
69. What strategies are adopted during the growth stage?
70. What strategies are adopted during the maturity stage?
71. What strategies are adopted during the decline stage?
72. Packaging, Branding and Pricing
73. What is packaging?
74. What are the functions of packaging?
75. What is labeling?
76. What is branding?
77. What is price?
78. What is pricing?
79. Why is pricing important in marketing?
80. What factors influence pricing decisions?
81. What are pricing strategies?
82. What are cost-based pricing approaches?
83. What are demand-based pricing approaches?
84. What are competition-based pricing approaches?

Unit IV: Marketing Channels

85. What is place in marketing mix?
86. What are marketing channels?
87. What is the role of marketing channels?
88. What are channel functions?

89. What are channel flows?
90. What are channel levels?
91. What is channel conflict?
92. What are the causes of channel conflict?
93. What are the methods of resolving channel conflict?
94. What is wholesaling?
95. What is retailing?
96. What is franchising?
97. What is direct marketing?
98. What is e-commerce marketing?

Unit V: Promotion and Contemporary Topics

99. Promotion
100. What is promotion?
101. What is marketing communication?
102. What is the role of marketing communications?
103. What are the elements of the promotion mix?
104. What is advertising?
105. What is sales promotion?
106. What is personal selling?
107. What is public relations?
108. What is Integrated Marketing Communication (IMC)?
109. Contemporary Topics in Marketing
110. What is viral marketing?
111. What is guerrilla marketing?
112. What is societal marketing?
113. What is social marketing?
114. What is relationship marketing?
115. What is green marketing?
116. What is digital marketing?
117. What is network marketing?