

## **Class-B.Com.2nd Semester(Section-A and B)**

### **Subject-Fundamentals of Marketing.**

#### **Important Questions.**

**By: Mr.Ajay Pal Singh**

1. What do you mean by Marketing? Discuss the nature and scope of Marketing.
2. Define Marketing? What are its objectives? Bring out the importance of Marketing.
3. What do you understand by Marketing? Explain various concepts of Marketing.
4. What do you mean by Marketing concept. Distinguish between traditional and modern concept of Marketing.
5. What is Marketing Management? Explain objectives and various functions of the Marketing Management.
6. What do you mean by Marketing Management? Explain importance and limitations of Marketing Management in India.
7. What do you mean by Marketing Mix? Discuss elements and factors affecting of Marketing Mix.
8. What is a Marketing environment? What are its components?
9. What is global Marketing? Describe the impacts of global Marketing on India.
10. What is Market Segmentation? What criteria/basis are used for Segmentation of Market?
11. Define Market Segmentation? Explain various strategies of Market Segmentation.
12. What is consumer behaviour? What are the different determinants/theories or models of Consumer behaviour?
13. What do you mean by Consumer behaviour? Discuss the nature and difficulties of Behaviour of Indian Consumers.
14. Define product. Explain in details the types or classification of product.
15. Branding and packaging full chapter. (Most important)
16. What do you mean by product life cycle? Discuss stages of PLC and also Explain

importance of product life cycle.

17. What do you mean by a new product? Discuss various stages of new product development process.

18. What is pricing? Explain pricing policies, Factors affecting pricing decisions, pricing methods, and Pricing strategies over the product life cycle.

19. What do you mean by promotion mix? Explain main components of promotion mix, and factors which affect the promotion mix.

20. Explain different types of channels of distribution. Discuss the various factors that influence Channel choice.