

B.com.(2nd semester).

Fundamentals of Marketing

(Short answer type questions.)

Q 1. Define market, marketer and marketing?

Q2. Explain the core concept of marketing.

Q3. What are the objectives of marketing?

Q4. Differentiate selling with marketing.

q5. write four pillars of the modern marketing concept.

Q6. Differentiate between traditional and modern concept of marketing.

Q7. what is societal marketing concept?

Q8. Explain four problems of marketing management in India.

Q9. what are the functions of the marketing management?

Q10. What is marketing mix?

Q11. What are the elements of Marketing mix?

Q12. Give importance of marketing mix.

Q13. What are the impacts of global marketing?

Q14. what is market segmentation?

Q15. Differentiate between market segmentation and market segment.

Q16. What do you mean by product positioning?

Q17. What is target market?

Q18. Explain with examples niche marketing strategy.

Q19. What is consumer behaviour?

Q20. Differentiate between convenience products and shopping products.

Q21. Differentiate between Shopping products and Speciality products.

Q22. Differentiate between trading down and trading up strategy.

Q23. What do you mean by Optimum product mix?

Q24. Differentiate between Brand and Trademark.

Q25. What do you mean by product life cycle?

Q26. Give four utility of product life cycle.

Q27. What is Test Marketing?

Q28. What is screening of ideas?

Q29. Differentiate between Test Marketing and product testing.

Q30. What is non-price competition?

Q31. Explain penetration pricing strategy.

Q32. What is resale price maintenance?

Q33. What do you mean by rebate?

Q34. What is Optimum promotion mix?

Q35. Define selling, promotion and sales promotion.?

Q36. Differentiate between conventional and non-conventional distribution channels