

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA GEN	Year & Semester: 2nd & 3rd
Course Name: Marketing Management	Course Code: BBA/GNL/101
Prepared by: Dr. Munish	

Unit I

Short answer questions

Q.N.	Question	KL
1	Define marketing and explain its importance.	1
2	Differentiate between marketing and selling.	4
3	Explain the core concepts of marketing.	2
4	Define the marketing mix?	1
5	Explain the term 'marketing environment'.	2
6	List the components of the marketing process.	1
7	Explain the major forces influencing the marketing environment?	2
8	Define the concept of needs, wants, and demands.	1
9	Define customer satisfaction and why is it important?	1
10	Explain the term 'exchange' in marketing.	2

Long answer questions

Q.N.	Question	KL
1	Discuss the evolution, Nature and significance of marketing in the modern business environment.	1
2	Explain the marketing process with suitable examples.	2
3	Describe the components of the marketing environment and their impact on marketing decisions.	2

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Unit II

Short answer questions

Q.N.	Question	KL
1	Define market segmentation.	1
2	State the need for market segmentation.	1
3	Explain the different bases for market segmentation.	2
4	Explain the concept of target marketing.	2
5	Define product positioning.	1
6	Define USP (Unique Selling Proposition).	1
7	Describe the relationship between MIS and marketing research.	2
8	Mention the significance of studying consumer behaviour.	1
9	Explain the psychological factors influencing consumer behaviour.	2
10	List the stages in consumer buying decision process.	1

Long answer questions

Q.N.	Question	KL
1	Discuss the importance and bases of market segmentation and how target markets are selected.	1
2	Explain the concept of positioning and its role in creating a Unique Selling Proposition (USP).	2
3	Describe the relationship between Marketing Information System (MIS) and Marketing Research with suitable examples.	2
4	Explain the meaning of Consumer behaviour along with its process and factors affecting it.	2

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define a product and its characteristics.	1
2	Define the three levels of a product?	1
3	Explain the concept of Product Life Cycle (PLC).	2
4	Explain the significance of PLC in marketing.	2
5	Mention the stages of new product development process.	1
6	Define pricing policies.	1
7	State any three factors affecting pricing decisions.	1
8	Define branding and explain its purpose.	1
9	Define the objectives of packaging, branding and labelling.	1
10	Explain the difference between branding and packaging.	2

Long answer questions

Q.N.	Question	KL
1	Explain the stages of new product development process with appropriate marketing strategies at each stage.	2
2	Discuss the concept of Product Life Cycle (PLC) and its significance in product decisions and its strategic implications to the marketing managers.	1
3	Describe the factors affecting pricing decisions and explain major pricing policies.	2

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Unit IV

Short answer questions

Q.N.	Question	KL
1	Define distribution channel.	1
2	Explain the terms: Retailing, Wholesaling and distribution.	2
3	List the different types of channels of distribution.	1
4	Define warehousing and its importance.	1
5	State the factors affect the choice of distribution channels.	1
6	Explain physical distribution channels	2
7	Define personal selling and public relations in marketing	1
8	Define promotion mix.	1
9	Mention the elements of promotion mix.	1
10	Define advertising and its objectives.	1
11	Define the methods of sales promotion.	2
12	Define publicity and how it differs from advertising.	1
13	Explain the term customer relationship marketing (CRM)	2

Long answer questions

Q.N.	Question	KL
1	Explain the types and functions of distribution channels and factors affecting their selection.	2
2	Discuss the various elements of promotion mix and their importance in marketing communication.	1
3	Describe the concept of Customer Relationship Marketing (CRM) and its importance in the modern business environment.	2
4	Define Advertisement, personal selling, public relations, sales promotion and press release in marketing.	1