



DEPARTMENT OF BUSINESS ADMINISTRATION
QUESTION BANK FOR BBA
MARKETING MANAGEMENT

MODULE I (CO-compare marketing concepts)
(Blooms Taxonomy Level-4,Analyse)

SECTION A

1. Distinguish between market and marketing.
2. Compare marketing and selling
3. List out the marketing concepts.
4. List out the marketing functions.
5. Simplify the marketing concept.
6. Simplify the product concept.
7. Point out the types of market.
8. Compare product and production concept.
9. Explain the meaning of consumer behavior.
10. List out the personal factors of consumer behavior.

SECTION B

11. Explain product concept.
12. Examine the objectives of marketing.
13. Explain the process of consumer behavior.
14. Categorize the marketing concept.
15. Distinguish between macro and micro marketing environment.
16. Examine the functions of marketing.
17. Explain the marketing process.



18. Classify the buying motives.

SECTION C

19. Explain the role and importance of marketing.
20. Explain the factors influencing consumer behaviour
21. Explain in detail the forces and factors of marketing environment.
22. Categorize the bases for market segmentation.

MODULE 2 (CO-develop measurable product strategies) (Blooms Taxonomy Level-3,Apply)

SECTION A

1. Select the 4 p's of marketing.
2. Describe product mix.
3. Define product.
4. Identify the function of packaging.
5. Identify the meaning of brand equity.
6. Identify the meaning of PLC.
7. Define marketing mix.
8. Illustrate the factors influencing marketing mix.
9. Compare product and service.
10. Describe the meaning of Industrial goods

SECTION B

11. Describe the types of consumer goods.
12. Illustrate the dimensions of product mix.
13. Describe the various types of brands.
14. Illustrate the elements of brand equity.
15. Explain the characteristics of good branding.
16. Describe the functions of Labelling.



17. Illustrate the types of brands.
18. Explain the features of good package.

SECTION C

19. Describe the product mix strategies.
20. Explain the types of goods.
21. Explain product life cycle.
22. Illustrate the importance of branding.

MODULE 3 (CO-analyze pricing strategies) (Blooms Taxonomy Level-4,Analyse)

SECTION A

1. Simplify the meaning of pricing.
2. Distinguish between price skimming and price penetration.
3. Simplify the cost based pricing
4. List out the cost based pricing policies.
5. Explain the meaning of price leadership.
6. Explain the meaning of value based pricing.
7. Differentiate geographical pricing and differentiated pricing
8. Compare economy and premium pricing.
9. List out the new product pricing strategies
10. Compare bait pricing and charm pricing.

SECTION B

11. Explain the new product pricing strategies.
12. Explain the meaning of distribution channel.
13. Explain the different methods of pricing.
14. Explain the different methods of competition based pricing.
15. Differentiate between cost based and value based pricing.



16. List out the objectives of pricing
17. Describe the factors influencing pricing strategies.
18. Explain the functions of distribution channel.

SECTION C

19. Elucidate the various pricing strategies.
20. Describe the various distribution strategies.
21. Explain the various pricing policies.
22. Explain the various types of channel conflicts.

MODULE 4 (CO- Apply strategies in promotion and distribution of products)

(Blooms Taxonomy Level-4,Apply)

SECTION A

1. Identify the meaning of advertising.
2. Construct the meaning of personal selling.
3. Describe the meaning of direct marketing.
4. Construct the meaning of personal selling.
5. Compare pull strategy and push strategy
6. Identify the objectives of advertising.
7. Identify the features of sales promotion.
8. Describe the demerits of advertising
9. Describe the merits of advertising for society.
10. Identify the process of advertising.

SECTION B

11. Illustrate the tools of direct marketing.
12. Show the advantage of advertising.



13. Identify the elements of personal selling.
14. Illustrate the types of sales persons.
15. Describe the importance of personal selling
16. Show and explain the types of product advertising.
17. Illustrate the advertising based on media.
18. Illustrate the functions of advertising.

SECTION C

19. Demonstrate the various sales promotion techniques
20. Illustrate the importance of advertising.
21. Describe the importance of sales promotion.
22. Illustrate the process of sales promotion.

MODULE 5 (CO- utilize marketing research to solve business issues)

(Blooms Taxonomy Level-3,Apply)

SECTION A

1. Show the meaning of marketing research.
2. Construct the meaning of marketing audit.
3. Construct the meaning of marketing risk.
4. Sketch the features of marketing risk.
5. Identify the process of marketing audit
6. Identify the objectives of marketing research.
7. Identify the scope of marketing reserach
8. Simplify the meaning of product research.
9. Identify the characteristics of marketing audit.
10. Show the objectives of marketing audit.



SECTION B

11. Explain the advantages of marketing research.
12. Describe the limitations of marketing research.
13. Sketch the sources of marketing risk.
14. Illustrate the process of marketing audit.
15. Describe the components of marketing audit.
16. Show the limitations of marketing audit.
17. Identify the process of marketing research.
18. Show the advantage sof marketing audit.

SECTION C

19. Illustrate the process of marketing research.
20. Describe the causes of marketing risk
21. Describe the methods to handle marketing risk.
22. Illustrate the importance of marketing research for a business.