

BASICS OF MARKETING

(Common for BBA General & CA)

UNIT - I

1. Explain the Nature, Scope and Importance of Marketing.
2. Discuss about the Evolution of Marketing.
3. Explain about the Core marketing concepts (Production concept, Product concept, Selling concept, Marketing concept).
4. Explain in detail about Marketing Environment.

UNIT - II

1. Explain what do you mean by Target Market and Product Positioning.
2. Discuss about various Levels of Market Segmentation.
3. What are the Bases for Segmenting Consumer Markets?
4. What are the Bases for Segmenting Industrial Markets?
5. Explain what is meant by Target Market and Product Positioning Tools.

UNIT - III

1. What is the meaning of a New Product?
2. What is the Need and Limitations for Development of a New Product?
3. What are the Reasons for Failure of a New Product?
4. What are the Stages in New Product Development?
5. What are the Stages in Consumer Adoptions Process.

UNIT - IV

1. Define Product and explain about Product Life Cycle (PLC).
2. Discuss in detail about PLC marketing strategies.
3. Discuss about Product Classification.
4. Explain about Product Line, Product Mix and Pricing Decisions.
5. Define price and explain about Pricing Methods and Pricing Strategies.

UNIT - V

1. Explain the Concept of Promotion Mix.
2. What are the Factors determining promotion mix?
3. Discuss about various Promotional Tools (Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling).
4. Discuss about Designing Marketing Channels.
5. What are various Channel functions and Types of Intermediaries?