

QUESTION BANK

MBA SEMESTER-2, MARWARI COLLEGE  
PAPER NO → C4A ; MARKETING MANAGEMENT  
UNIT → 1 FUNDAMENTALS OF MARKETING

- Q1) Define the term 'market' and 'marketing'. Discuss the characteristics of modern marketing?
- Q2) "Customer is the king and queen", Justify the statement?
- Q3) What is marketing? Explain importance of marketing for overall development of the country?
- Q4) What is Marketing Management? Marketing Management is essentially the management of demand. Discuss the statement with reference to different demand situations and marketing management tasks.
- Q5) What is marketing mix? Explain marketing mix elements. Also ~~exist~~ enlist factors affecting marketing mix decisions.
- Q6) What is Marketing Environment? Discuss factors affecting Marketing Environment.
- Q7) "Customer orientation of marketers thrives in a sensitive society, leading to greater collective economic well-being". Justify the statement?

Q.8) Do marketers know enough about human Psyche to claim to understand as to how individuals make purchase decisions?

Q.9) write Notes on →

A) GREEN MARKETING

B) RURAL MARKETING

C) CONSUMER PROTECTION.

Q.10) Define term 'consumer orientation' and suggest of marketing efforts ~~are~~ needed to justify this concept?

Q.11) which efforts are to be undertaken to actualize the Green marketing?

Q.12) "Consumerism" is the reaction of unfair marketing practices". comment. Discuss reasons for emergence of Consumerism.