



Dezyne École College

Bachelor of Business Administration (B.B.A.) Second Year-4th Semester **Marketing Management**

Unit- I

1. What is the marketing environment?
2. Define micro and macro environment.
3. List any two macro components of the marketing environment.
4. What is the impact of technology on marketing decisions?
5. What is the marketing environment?
6. Define micro and macro environment.
7. List any two macro components of the marketing environment.
8. What is the impact of technology on marketing decisions?
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11. List any two macro components of the marketing environment.
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16. What is the impact of technology on marketing decisions?
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18. Define micro and macro environment.
19. List any two macro components of the marketing environment.
20. What is the impact of technology on marketing decisions?

Unit – II

1. Explain the concept of a product with suitable examples.
2. Discuss the importance of the “total product” concept in marketing.
3. Differentiate between consumer and industrial products with examples.

4. Explain the classification of consumer products with suitable illustrations.
5. Differentiate between consumer and industrial products with examples.
6. Explain the classification of consumer products with suitable illustrations.
7. Explain the importance of packaging and labelling in product marketing.
8. How can packaging contribute to sustainable marketing?
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12. How can packaging contribute to sustainable marketing?
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14. How can packaging contribute to sustainable marketing?

Unit – III

1. Explain the communication process with a diagram. What factors can interfere with the interpretation of marketing messages?
2. Discuss the role and importance of each element of the promotion mix in achieving marketing objectives.
3. Compare and contrast advertising and personal selling with examples.
4. Describe the steps involved in designing an effective advertising copy. How can its effectiveness be tested?
5. Explain the methods used to measure advertising effectiveness. Why is it important for marketers?
6. Discuss the factors affecting media selection for advertising. Compare the advantages and disadvantages of different media types (TV, radio, digital, print).
7. Discuss the social, ethical, and legal issues that marketers must consider in today's environment.
8. Differentiate between green marketing and sustainable marketing. Why are they important today?
9. Discuss the importance of relationship marketing in building customer loyalty.
10. Explain how technology is transforming modern marketing practices.
11. Explain various approaches to determining the advertising budget. Discuss the factors influencing the choice of method.