



Question Bank

Unit-1

Q1. Write answers in one sentences 2*5=10

1. Define market.
2. Define marketing.
3. What is weekly market?
4. What is monopolistic market?
5. What is centralised market?

Q2. Write answers in brief. 5*3=15

1. Write classification of market
2. Write importance of marketing
3. What is traditional market?

Q3. Write answers in detail 15*3=45

1. Explain functions of marketing.
2. Explain classification of markets.
3. Differentiate between selling and marketing.



Question Bank

Unit-2

Q1. Write answers in one sentences 2*5=10

1. Define market segmentation.
2. define marketing mix.
3. Define geographic factor.
4. Define demographic factor.
5. Define psychographic factor.

Q2. Write answers in brief. 5*3=15

1. Write importance of market segmentation.
2. Write limitations of market segmentation.
3. Explain marketing mix.

Q3. Write answers in detail 15*3=45

1. Explain elements of marketing mix.
2. Explain basis of market segmentation.
3. Write importance of marketing mix.



Question Bank

Unit-3

Q1. Write answers in one sentences 2*5=10

1. Define product mix.
2. Define product line.
3. What is product classification.
4. Define pricing.
5. Define price mix.

Q2. Write answers in brief. 5*3=15

1. Write product mix.
2. Write product life cycle.
3. Explain pricing Objectives.

Q3. Write answers in detail 15*3=45

1. Explain factors considered for product management
2. Explain product classification.
3. Explain pricing methods.



Question Bank

Unit-4

Q1. Write answers in one sentences 2*5=10

1. Define place mix
2. Define distribution channel
3. Define industrial goods
4. Define consumer goods
5. Define public relation

Q2. Write answers in brief. 5*3=15

1. Write types of distribution channels
2. Write importance of place mix
3. Write elements of promotion mix

Q3. Write answers in detail 15*3=45

1. Explain factors influencing selection of channels
2. Explain factors affecting market promotion mix
3. Explain promotion techniques or methods