

SHRI GURU NANAK DEGREE COLLEGE, Preet Vihar, RUDRAPUR

BBA 204 – Marketing Theory and Practices

Section A: Long Answer Questions

Unit I: Introduction to Marketing

1. Define marketing and explain its nature and scope.
2. Discuss the core concepts of marketing with suitable examples.
3. Explain the importance of marketing in today's business scenario.
4. Compare and contrast traditional and modern marketing concepts.
5. Describe the various marketing management philosophies.
6. Explain the societal marketing concept with a real-life example.
7. What is the role of marketing in economic development?
8. Discuss the significance of marketing in developing countries.
9. Explain the importance of customer satisfaction in marketing.
10. What are the challenges faced in modern marketing practices?
11. Describe the role of marketing in value creation and delivery.
12. Explain the nature and importance of services marketing.
13. Explain the role of digital marketing in modern business.

Unit II: Market Segmentation and Targeting

1. Define market segmentation and explain its significance.
2. Discuss the various bases of market segmentation with examples.
3. What is the importance of targeting in marketing strategy?
4. Explain the concept of positioning and repositioning.
5. Differentiate between mass marketing and niche marketing.
6. Describe the STP approach in marketing with a diagram.
7. Explain how demographic segmentation benefits marketers.
8. Discuss the role of geographic and psychographic segmentation.
9. What is brand positioning? How does it influence consumer perception?
10. Explain targeting strategies with real-world examples.
11. How can repositioning help in reviving a brand?
12. Describe how segmentation helps in identifying the target market.

Unit III: Marketing Mix

1. Define marketing mix and explain its elements in detail.
2. Discuss the significance of product mix and product line decisions.
3. Explain the stages of the product life cycle and strategies for each.

4. What are the various pricing strategies used in marketing?
5. Explain the role and tools of promotion in the marketing mix.
6. Discuss the importance of branding and packaging in product marketing.
7. What is the significance of distribution channels in marketing?
8. Describe the factors influencing channel selection.
9. Explain how promotional strategies affect consumer buying behavior.
10. What are the different approaches to pricing a product?
11. How do companies use advertising and public relations for promotion?
12. Discuss the use of personal selling and direct marketing.

Unit IV: Marketing Research & Consumer Behaviour

1. What is marketing research? Explain its process.
2. Discuss the importance of marketing research in decision making.
3. Explain the difference between qualitative and quantitative research.
4. What are the key tools used in marketing research?
5. Define consumer behaviour and explain its relevance in marketing.
6. What are the factors influencing consumer behaviour?
7. Discuss the consumer decision-making process with examples.
8. How do psychological factors impact consumer behaviour?
9. Explain the importance of studying consumer attitudes and perception.
10. What is the role of learning and motivation in consumer behaviour?
11. Discuss the influence of family and culture on consumer buying habits.
12. How is marketing research helpful in understanding consumer behaviour?
13. Explain the ethical concerns in marketing research.

Section B: Short Answer Questions

Unit I: Introduction to Marketing

1. Define marketing.
2. State two functions of marketing.
3. What is product concept?
4. Define marketing management.
5. What is societal marketing concept?
6. Mention any two characteristics of marketing.
7. Differentiate between selling and marketing.
8. Define modern marketing.
9. What is the role of marketing in a firm?
10. List two objectives of marketing.
11. What is relationship marketing?
12. What is the role of customer satisfaction in marketing?
13. Define digital marketing.

Unit II: Market Segmentation and Targeting

1. Define market segmentation.
2. What is demographic segmentation?

3. State two types of segmentation.
4. Define target market.
5. What is niche marketing?
6. What do you mean by positioning?
7. State the meaning of repositioning.
8. What is STP in marketing?
9. Mention any two advantages of segmentation.
10. What is the difference between mass and target marketing?
11. What is brand loyalty?
12. Give two examples of positioning strategies.

Unit III: Marketing Mix

1. What are the 4Ps of marketing?
2. Define product life cycle.
3. What is penetration pricing?
4. State two promotional tools.
5. Define personal selling.
6. What is branding?
7. Define packaging.
8. What is distribution channel?
9. Mention two types of advertising.
10. What is skimming pricing?
11. State two objectives of pricing.
12. What is the role of labeling in marketing?
13. What is the role of CRM in marketing mix?

Unit IV: Marketing Research & Consumer Behaviour

1. What is marketing research?
2. Mention two sources of data collection.
3. Define qualitative research.
4. What is sampling in marketing research?
5. Define consumer behaviour.
6. State two personal factors affecting consumer behaviour.
7. What is buying motive?
8. What is post-purchase behaviour?
9. Define perception in consumer behaviour.
10. What is motivation in marketing context?
11. Define focus group.
12. What is the difference between needs and wants?

Section C: Multiple Choice Questions

Unit I: Introduction to Marketing

1. Which of the following is not a marketing philosophy?

A. Production

B. Product

C. Selling

D. Capital

2. Which concept focuses on customer satisfaction?

A. Selling

B. Product

C. Marketing

D. Production

3. Modern marketing is:

A. Product-oriented

B. Profit-oriented

C. Customer-oriented

D. Seller-oriented

4. The key element of societal marketing is:

A. Company profits

B. Customer satisfaction

C. Social welfare

D. Advertisement

5. Which of the following is a core concept?

A. Value

B. Strategy

C. Competition

D. Profit

6. Marketing management involves:

- A. Controlling production
 - B. Selling products only
 - C. Planning and executing marketing activities
 - D. Financial budgeting
7. Which is not a function of marketing?

- A. Pricing
- B. Storage
- C. Production
- D. Promotion

8. The purpose of marketing is to:

- A. Increase cost
- B. Reduce value
- C. Create customer satisfaction
- D. Avoid competition

9. Marketing concept evolved in:

- A. 1930s
- B. 1950s
- C. 1970s
- D. 1990s

10. Which one is a selling approach?

- A. Need-based
- B. Product-push
- C. Customer-led
- D. Value-focused

11. Which term best defines customer loyalty?

A. Frequent switching

B. Repeat purchase

C. Trial buying

D. Impulse buying

12. The ultimate goal of marketing is:

A. More selling

B. Customer satisfaction

C. Profit

D. Branding

13. Modern marketing emphasizes:

A. Distribution

B. Warehouse

C. Customer need

D. Transport

[Unit II: Market Segmentation and Targeting](#)

1. STP in marketing stands for:

A. Segment, Test, Promote

B. Segmentation, Targeting, Positioning

C. Search, Target, Purchase

D. Sell, Test, Promote

2. Which of the following is a basis for geographic segmentation?

A. Age

B. Gender

C. Location

D. Income

3. Psychographic segmentation is based on:

A. Geography

B. Personality

C. Income

D. Age

4. Which of the following is a targeting strategy?

A. Single-segment

B. Focused

C. Undifferentiated

D. All of these

5. Positioning is about:

A. Selecting product

B. Choosing market

C. Creating image

D. Determining price

6. Which is an example of behavioural segmentation?

A. Usage rate

B. Gender

C. Location

D. Personality

7. Niche marketing focuses on:

A. All customers

B. Small specific segment

C. Large demographic

D. Competitors

8. Mass marketing aims at:

A. One segment

B. Large broad market

C. Niche area

D. Target customer only

9. Positioning map helps in:

A. Market research

B. Brand image comparison

C. Cost analysis

D. Sales planning

10. Which of the following reflects repositioning?

A. New market entry

B. Changing customer perception

C. Launch of new product

D. Increased distribution

11. Which of the following is not a segmentation base?

A. Demographic

B. Behavioural

C. Lifestyle

D. Profit

12. What is the key of effective targeting?

A. Customer need

B. Cost reduction

C. Mass production

D. Distribution

13. Which of the following helps identify market niche?

A. Competitor size

B. Market share

C. Gap analysis

D. Advertising

[Unit III: Marketing Mix](#)

1. The 4Ps of marketing are:

A. Price, Product, People, Profit

B. Product, Price, Place, Promotion

C. Price, Planning, Process, Packaging

D. Product, Price, Plan, Promotion

2. Skimming pricing is used when:

A. Entering competitive market

B. Launching innovative product

C. Reducing stock

D. Promoting brand

3. Which is not a promotional tool?

A. Advertising

B. Sales promotion

C. Public relations

D. Cost analysis

4. Distribution channel refers to:

A. Path for pricing

B. Route of product delivery

C. Customer behavior

D. Sales management

5. Branding helps in:

A. Increasing distribution

B. Identifying product

C. Setting price

D. Reducing cost

6. Packaging serves the purpose of:

A. Storage only

B. Branding only

C. Protection and promotion

D. Customer satisfaction

7. Which is a pricing objective?

A. Promotion

B. Profit maximization

C. Advertisement

D. Storage

8. Sales promotion is aimed at:

A. Reducing inventory

B. Increasing short-term sales

C. Building image

D. Financing

9. Place in marketing mix deals with:

A. Pricing location

B. Distribution

C. Selling strategy

D. Sales force

10. Labeling provides:

A. Usage information

B. Discounts

C. Price cut

D. Payment mode

11. Which of these tools creates product awareness?

A. Packaging

B. Labeling

C. Advertising

D. Transportation

12. CRM refers to:

A. Customer Response Management

B. Customer Relationship Management

C. Consumer Rule Market

D. Core Relationship Marketing

13. Integrated Marketing Communication means:

A. Unified messages

B. Multiple packaging

C. Different prices

D. External logistics

[Unit IV: Marketing Research & Consumer Behaviour](#)

1. Which of the following is primary data?

A. Internet

B. Survey

C. Textbooks

D. Reports

2. Qualitative research includes:

A. Surveys

B. Interviews

C. Graphs

D. Charts

3. Consumer behaviour is affected by:

A. Family

B. Packaging

C. Price tag

D. Warranty

4. Consumer decision process ends with:

A. Purchase

B. Evaluation

C. Post-purchase behaviour

D. Decision

5. Motivation is a:

A. Psychological factor

B. Cultural factor

C. Economic factor

D. Functional factor

6. Attitude formation depends on:

A. Lifestyle

B. Opinion

C. Belief and feeling

D. Personality

7. Which is not a type of consumer buying decision?

A. Routine

B. Complex

C. Frequent

D. Impulsive

8. Sampling is:

A. Full population study

B. Selection of few from many

C. Final analysis

D. None

9. Focus group discussion is used for:

A. Promotion

B. Data collection

C. Pricing

D. Branding

10. Consumer loyalty means:

A. Switching often

B. Buying once

C. Repeating purchase

D. Waiting for offers

11. Which term matches post-purchase action?

A. Buying again

B. Usage

C. Satisfaction/Dissatisfaction

D. Delivery