**EMILIYA AHMADOVA \_ MARKETING**

1. Describe the difference between needs, wants and demands. Provide an example.
2. Define and describe five different marketing management orientations.
3. Define marketing and describe simple model of the marketing process.
4. How digital age has changed the ways companies bring value to their customers?
5. Define the major trends and forces that are changing the marketing landscape.
6. Define economic environment and discuss how economic factors affect on purchasing power and spending patterns of customers.
7. Discuss how companies can respond to the marketing environment.
8. Describe the element s of an organization’s macroenvironment and discuss how they affect marketing.
9. Describe the element s of an organization’s microenvironment and discuss how they affect marketing.
10. Describe the environmental forces that affect the company’s ability to serve its customers.
11. What is the secondary data? Where do marketers obtain secondary data? What are the potential problems in using secondary data?
12. What is a sample and why is it important for researchers?
13. What is a marketing information system, and how is it used to create customer insights?
14. Define marketing intelligence and outline its goals within the company. Explain how marketing intelligence differs from marketing research?
15. What is marketing research? Outline the steps in the marketing research process.
16. Define demographic segmentation and discuss demographic segmentation variables.
17. List and describe the major basis for segmenting consumer markets.
18. Outline and describe factors that firms must take into consideration while evaluating different market segments
19. Define and discuss market targeting strategies.
20. Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.
21. Define differentiation and positioning and discuss how companies differentiate and position their products
22. Define and discuss psychological factors that influence consumer behavior.
23. Name and describe the four major forces that influence consumer buyer behavior.
24. List and define the major types of the buying decision behavior.
25. Define and discuss the steps in buyer decision process.
26. Define product and the major classifications of products and services.
27. Discuss the nature and characteristics of a service.
28. Describe and discuss decisions in the development and marketing of individual products and services.
29. Describe and discuss levels of product and services.
30. Explain how companies find and develop new-product ideas.
31. Describe the stages of the product life cycle (PLC) and how marketing strategies change during a product’s life cycle.
32. What actions are performed in the test marketing step of the new product development process? How does a business carry out this step?
33. Describe PLC concept for styles, fashions, and fads
34. List and define the steps in the new-product development process.
35. Explain price elasticity. What determines the elasticity of demand?
36. Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices
37. Describe the major strategies for pricing new products.
38. Define Target Profit Pricing. Suppose you sell mobile phones at a price of $ 76.50. If the unit variable costs for each phone are $ 40 and the manufacturer has fixed costs for a total of $ 200,000, how many phones you have to sell **to make profits for $ 800.000?**
39. Suppose you sell mobile phones at a price of $ 76.50. If the unit variable costs for each phone are $ 40 and the manufacturer has fixed costs for a total of $ 200,000, how many phones you have to sell to break even?
40. Discuss Break-Even concept. What is the break-even volume for a company with fixed costs of $45,000, variable costs of $15 per unit, and a price of $25 per unit? The same company (with fixed costs of $45,000, variable costs of $15 per unit, and a price of $25/unit) wants to make a profit of 100,000. How many units should it sell to achieve that profit goal?
41. Calculate BEP
42. Estimatemargin on sales
43. Identify and define the other important external and internal factors affecting a firm’s pricing decisions.
44. Discuss costs at different levels of production. Calculate best price point
45. Discuss costs at different levels of production. Target pricing analysis
46. Define dynamic and online pricing . Give example of companies using this pricing strategy
47. List and briefly explain what internal factors companies must consider for pricing decisions. How important are these, in your opinion?
48. Explain how companies find a set of prices that maximizes the profits from the total product mix.
49. Discuss how companies adjust their prices to take into account different types of customers and situations.
50. Define product bundle pricing. Give examples where companies have used this pricing strategy
51. What is promotional pricing, how is it used by sellers, and what are the risks? Give an example
52. Explain why companies use marketing channels and discuss the functions these channels perform.
53. Discuss how channel members interact and how they organize to perform the work of the channel.
54. Name and describe the three strategies available when determining the number of marketing intermediaries
55. Why is it often necessary and advantageous to have intermediaries in a marketing or distribution channel?
56. How would you distinguish between exclusive, selective and intensive distribution?
57. Compare and contrast upstream and downstream partners in a company’s supply chain. Explain why *value delivery network* might be a better term to use than *supply chain*.
58. Discuss the main marketing communication objectives and the ideal responses from audiences.
59. Explain how companies use public relations to communicate with their publics.
60. Discuss the role of a company’s salespeople in creating value for customers and building customer relationships.
61. Explain how sales promotion campaigns are developed and implemented.
62. Define personal selling and discuss its role in a company’s promotion mix.
63. Identify and discuss the major forms of direct and digital marketing
64. Explain how companies have responded to the internet and the digital age with various online marketing strategies
65. Discuss the benefits of direct and digital marketing to buyers and sellers
66. Explain company-wide strategic planning and its four steps.
67. Describe the elements of a customer value–driven marketing strategy and mix and the forces that influence them.
68. Define a Mission. Briefly discuss product oriented mission and market oriented mission
69. Discuss Boston Consulting Group’s growth-share matrix.
70. Discuss The Product/Market Expansion Grid as tool for portfolio-planning
71. Name and describe the types of publics in a company’s marketing environment. What are publics in the marketing context? Why are they important to marketers?
72. Explain how internal databases differ from marketing intelligence. What are some advantages and disadvantages of both?
73. What is a consumer product? Describe the characteristics of each type of consumer product and give examples of each.
74. Why might a business adopt a customer-centered approach to new product development?
75. Why is finding and implementing the right pricing strategy critical to a company’s success?