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| **AZƏRBAYCAN DÖVLƏT İQTİSAD UNİVERSİTETİ** |
| **BEYNƏLXALQ İQTİSADİYYAT MƏKTƏBİ** |
| **BEYNƏLXALQ İQTİSADİYYAT (İNGİLİS DİLLİ) KAFEDRASI**Müəllimin adı: **EMILIYA AHMADOVA** Fənnin adı: **\_ MARKETING**Qrupun nömrəsi: 1061**İMTAHAN SUALLARI** |

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. List and define the steps in the new-product development process.
33. Explain price elasticity. What determines the elasticity of demand?
34. Name and describe the types of costs marketers must consider when setting prices. Describe the types of costs – based pricing.
35. Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices
36. Describe the major strategies for pricing new products.
37. 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?**
38. 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?
39. 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?
40. At XYZ Restaurant, which sells only pepperoni pizza, the variable expenses per pizza are:

General Labor $1,500

Yeast $0.05

Flour $0.50

Rent $3,000

Water $0.01

Cheese $3.00

Utilities $450

Advertising $500

Pepperoni $2.00

Insurance $200

How many pizzas does XYZ Restaurant need to sell at $10 each to cover all expenses?

1. Suppose the price of almonds rises from $4.$5 to $5.15 per pound and the quantity demanded falls from 800 to 735 kiloqrams.

What is the price elasticity of demand for almonds in this price range?

Are almonds elastic, unitary elastic, or inelastic in this price range?

What is the interpretation of that price elasticity of demand -what does it mean?

1. Suppose the price of paper rises 10% and the quantity demanded falls 15%.

a. Is the price elasticity of demand for paper elastic, unit elastic, or inelastic?

b. Will revenue rise, decline, or stay the same with the given change in price?

1. **Cost/king size set**

Raw Cotton $28

Spinning/Weaving/Dyeing $12

Cut/Sew/Finishing $10

Material transportation $3

Factory fee $16

Inspection and import fees $14

Ocean Freight/Insurance $5

Warehousing $8

Packaging $15

Promotion $30

Customer shipping $15

1. Identify and define the other important external and internal factors affecting a firm’s pricing decisions.
2. Name and describe the two types of value-based pricing methods.
3. Two different types of costs form the total cost in setting a product price in cost-based pricing. Explain what these two costs are and which one is the most important in determining price.
4. List and briefly explain what internal factors companies must consider for pricing decisions. How important are these, in your opinion?
5. explain how companies find a set of prices that maximizes the profits from the total product mix.
6. Discuss how companies adjust their prices to take into account different types of customers and situations.
7. Define product bundle pricing. Give examples where companies have used this pricing strategy
8. What is promotional pricing, how is it used by sellers, and what are the risks? Give an example
9. explain why companies use marketing channels and discuss the functions these channels perform.
10. Discuss how channel members interact and how they organize to perform the work of the channel.
11. Name and describe the three strategies available when determining the number of marketing intermediaries
12. Why is it often necessary and advantageous to have intermediaries in a marketing or distribution channel?
13. How would you distinguish between exclusive, selective and intensive distribution?
14. 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*.
15. Discuss the main marketing communication objectives and the ideal responses from audiences.
16. Explain how companies use public relations to communicate with their publics.
17. Discuss the role of a company’s salespeople in creating value for customers and building customer relationships.
18. Explain how sales promotion campaigns are developed and implemented.
19. Define personal selling and discuss its role in a company’s promotion mix.
20. Identify and discuss the major forms of direct and digital marketing
21. Explain how companies have responded to the internet and the digital age with various online marketing strategies
22. Discuss the benefits of direct and digital marketing to buyers and sellers
23. Explain company-wide strategic planning and its four steps.
24. Describe the elements of a customer value–driven marketing strategy and mix and the forces that influence them.
25. Define a Mission. Briefly discuss product oriented mission and market oriented mission
26. Discuss Boston Consulting Group’s growth-share matrix.
27. Discuss The Product/Market Expansion Grid as tool for portfolio-planning
28. 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?
29. Explain how internal databases differ from marketing intelligence. What are some advantages and disadvantages of both?
30. What is a consumer product? Describe the characteristics of each type of consumer product and give examples of each.
31. Why might a business adopt a customer-centered approach to new product development?
32. Why is finding and implementing the right pricing strategy critical to a company’s success?