Marketinq

1. Explain the essence of customer needs, wants, and demands.

2. What is a product? Explain the difference between product and service.

3. Explain the essence of a customer value and satisfaction in marketing.

4. Explain the goal of the production concept.

5. Explain the goal of the product concept.

6. Explain the goal of the selling concept.

7. Explain the goal of the marketing concept.

8. Explain the goal of the societal marketing concept.

9. Compare the selling and marketing concepts.

10. Outline the steps in the marketing process.

11. The main requirements to mission statement.

12. Identify the second stage of strategic planning - setting company objectives

and goals.

13. Explain the importance of analyzing the current business portfolio.

14. List possible problems with business portfolio (use the Boston consulting

group approach).

15. Explain the market penetration strategy.

16. Explain the diversification strategy.

17. Explain the product development strategy.

18. Explain the market development strategy.

19. List and explain the elements of marketing mix (4 p).

20. Explain the role of political environment in marketing.

21. Assess the importance of the learning of cultural environment.

22. What are the differences between micro and macro environment.

23. Opportunities and threats of the economic environment.

24. Describe the internal environmental forces that affect the company’s ability to

serve its customers.

25. Explain the major trends in the firm’s natural and technological environments.

26. Using examples explain what is subculture.

27. Influence of social class on consumer buying behavior.

28. Influence of social factors on consumer buying behavior.

29. Maslow’s Hierarchy of human Needs.

30. What is segmentation and its main steps.

31. The main criteria of demographic segmentation.

32. The main criteria of behavioral segmentation.

33. The main techniques of mass marketing.

34. The main techniques of niche marketing.

35. The main techniques of differentiated marketing.

36. The main techniques of undifferentiated marketing.

37. The main techniques of concentrated marketing.

38. Requirements for effective segmentation.

39. What is product and what can be a product.

40. Explain the Levels of Product.

41. Explain the Product Classifications of Consumer Products.

42. Requirements for effective branding.

43. Explain the Line Extension strategy.

44. Explain the Brand Extension strategy.

45. Explain the multibrands strategy.

46. Explain the new brands strategy.

47. The main characteristics of the first stage of PLC.

48. The main characteristics of the second stage of PLC.

49. The main characteristics of the third stage of PLC.

50. The main characteristics of the fourth stage of PLC.

51.Explain the essence of market skimming strategy.

52. Explain the essence of psychological pricing.

53. Explain how a marketing intermediary reduces the number of channel transactions.

54. List and explain a distribution channel functions.

55. The nature of direct channels. When you can use this channel.

56. The nature of indirect channels. When you can use this channel. List the levels and explain.

57. The main difference between conventional marketing channel andvertical marketing system.

58. Major Logistics Functions. List and explain.

59. Briefly describe the advantages and disadvantages of transportation modes.

60. What is AIDA model. Explain.

61. Advertising objectives and budget.

62. Sales Promotion Objectives and Technique.

63. Explain the major Public Relations objectives, functions and tools.

1. Sponsorship and it’s objectives.
2. What’s a publicity and it’s main forms.
3. Perhaps the most dramatic new technology driving the connected age is the Internet. Why this is true? Provide examples which demonstrate how marketers can use the Internet to: (a) reach new customers, (b) form new distribution channels, and (c) meet or beat competition.
4. In the 1930s, President Franklin Roosevelt used his cigarette holder as a personal “trademark.” Discuss how the cultural environment has changed? Would a president be seen smoking today? Considering the rash of recent court rulings and settlements concerning the tobacco industry, how might a cigarette manufacturer market its products differently in this new environment? What are the long-term prospects for the tobacco industry?
5. Many companies build extensive internal databases that marketing managers can use to identify marketing opportunities and problems, plan strategies and programs, and evaluate performance. If you were the marketing manager for a large computer software producer, what types of information would you like to have available in your company’s internal database? Explain.
6. Abraham Maslow sought to explain why people are driven by particular needs at particular times. Which level of Maslow’s hierarchy applies to the following situations: (a) purchasing the newest, fastest personal computer; (b) purchasing food at lunch time; (c) adjusting your clothing choices to reflect the latest trends; (d) serving on the United Way fund-raising board; and (e) purchasing a smoke detector for your home.Explainyourchoices.
7. For many years there was one type of Coca-Cola and one type of Tide. Now we find Coke Classic, Diet Coke, Cherry Coke, and several other versions of this popular soft drink. Tide detergent come in Ultra, Liquid, Unscented, and several other formulations. It seems that almost every major brand has been greatly extended, some even past the breaking point. List some of the issues such brand extensions raise for manufacturers, retailers, and consumers.
8. Less than one-third of new-product ideas come from customers. Does this low percentage suggest that few companies employ the marketing concept philosophy of “find a need and fill it”? Whyorwhynot?
9. Detergent A is priced at $2.19 for 32 ounces whereas detergent B is priced at $1.99 for 26 ounces. Which brand appears most attractive? Assuming equal quality, which is the better value? Is there a psychological reason to price this way?
10. Which distribution strategy--intensive, selective, or exclusive--is used for each of the following products, and why? (a) Piaget watches, (b) Acura automobiles, and (c) Snickers candy bars.
11. Michael Jordan, Tiger Woods, Jeff Gordon, and numerous Olympic athletes have had a huge impact on advertising and endorsements. Explain the positive and negative consequences of using celebrity sports figures to promote a company’s products. What impact does the use of sports celebrity endorsers have on the average person? Is this different from the impact of other types of celebrity endorsers?
12. Surveys show that many Americans are skeptical of advertising claims. (a) Do you trust advertising? Explain. (b) What types of advertising do you trust the most? The least? (c) Suggest some things the advertising industry could do to increase advertising credibility.