**Marketing \_ Emiliya Ahmadova\_İSE\_FİNAL QUESTİNS FOR 1025, 1026,1062**

1. Define marketing and outline the steps in the marketing process
2. Describe the major trends and forces that are changing the marketing landscape in this age of relationships
3. What is marketing myopia? What are the short- and long-term implications for business in this situation?
4. Describe the five different competing marketing orientations that a business organization can adopt to drive its marketing strategy.
5. Discuss meaning of customer value and importance of customer satisfaction for business.
6. What is difference between wants, needs and demands? Give an example.
7. Describe the environmental forces that affect the company’s ability to serve its customers.
8. Explain how changes in the demographic and economic environments affect marketing decisions.
9. Discuss how companies can react to the marketing environment
10. Define economic environment and discuss how economic factors affect on purchasing power and spending patterns of customers.
11. Name and describe the types of publics in a company’s marketing environment.
12. Describe the element s of an organization’s macroenvironment and discuss how they affect marketing.
13. Describe the element s of an organization’s microenvironment and discuss how they affect marketing
14. What is the secondary data? Where do marketers obtain secondary data? What are the potential problems in using secondary data?
15. What is marketing research? Outline the steps in the marketing research process.
16. What is a sample and why is it important for researchers?
17. What is a marketing information system, and how is it used to create customer insights?
18. Define marketing intelligence and outline its goals within the company. Explain how marketing intelligence differs from marketing research?
19. What is marketing research? Outline the steps in the marketing research process.
20. Define and discuss psychological factors that influence consumer behavior.
21. Name and describe the four major forces that influence consumer buyer behavior.
22. List and define the major types of the buying decision behavior.
23. Define and discuss the steps in buyer decision process.
24. Define the consumer market and construct a simple model of consumer buyer behavior
25. Define and discuss social factors that influence consumer behavior.
26. Define demographic segmentation and discuss demographic segmentation variables.
27. List and describe the major basis for segmenting consumer markets.
28. Outline and describe factors that firms must take into consideration while evaluating different market segments
29. Define and discuss market targeting strategies.
30. Explain the differences between differentiated and undifferentiated marketing.
31. Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning.
32. Define differentiation and positioning and discuss how companies differentiate and position their products
33. Choose one company and describe its target audience (which segmentation variables they use), targeting strategies, differentiation points and positioning.
34. Discuss different brand sponsorship options.
35. Define product and the major classifications of products and services.
36. Discuss the nature and characteristics of a service.
37. Describe and discuss decisions in the development and marketing of individual products and services.
38. Describe and discuss levels of product and services.
39. As a part of Brand development strategies, explain, contrast and provide an example for Line extension and Brand extension strategies.
40. As a part of Brand development strategies, explain, contrast and provide an example for New Brand and Multibrand strategies.
41. Explain the four key brand strategy options for a business. Provide an example of each
42. What is a consumer product? Describe the characteristics of each type of consumer product and give examples of each
43. Discuss Product line filling and Product line stretching. Provide an example.
44. Explain how companies find and develop new-product ideas.
45. Describe the stages of the product life cycle (PLC) and how marketing strategies change during a product’s life cycle.
46. List and define the steps in the new-product development process.
47. What actions are performed in the test marketing step of the new product development process? How does a business carry out this step?
48. Describe PLC concept for styles, fashions, and fads.
49. Describe Product Life-Cycle Characteristics, Objectives, and Strategies for Introduction and Growth stages.
50. Describe Product Life-Cycle Characteristics, Objectives, and Strategies for Maturity and Decline stages.
51. At XYZ Restaurant, which sells only pepperoni pizza, 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. Determine the best price point (that is, what is the best price to charge to maximise profits):
2. Discuss Break-Even concept.
3. Discuss Break-Even concept.
4. Discuss costs at different levels of production. Determine the best price point (that is, what is the best price to charge to maximize profits).
5. Discuss costs at different levels of production.
6. Identify and define the other important external and internal factors affecting a firm’s pricing decisions.
7. Name and describe the two types of value-based pricing methods.
8. 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.
9. List and briefly explain what internal factors companies must consider for pricing decisions. How important are these, in your opinion?
10. Discuss how companies adjust their prices to take into account different types of customers and situations.
11. Define product bundle pricing. Give examples where companies have used this pricing strategy
12. What is promotional pricing, how is it used by sellers, and what are the risks? Provide an example
13. Explain why companies use marketing channels and discuss the functions these channels perform.
14. Discuss how channel members interact and how they organize to perform the work of the channel.
15. Why is it often necessary and advantageous to have intermediaries in a marketing or distribution channel?
16. How would you distinguish between exclusive, selective and intensive distribution?
17. 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*.
18. Explain company-wide strategic planning and its four steps.
19. Describe the elements of a customer value–driven marketing strategy and mix and the forces that influence them.
20. Define a Mission. Briefly discuss product oriented mission and market oriented mission
21. Discuss Boston Consulting Group’s growth-share matrix.
22. Discuss The Product/Market Expansion Grid as tool for portfolio-planning
23. 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?
24. Why is finding and implementing the right pricing strategy critical to a company’s success?