

**AZƏRBAYCAN RESPUBLİKASI TƏHSİL NAZİRLİYİ**

**AZƏRBAYCAN DÖVLƏT İQTİSAD UNİVERSİTETİ**

**BEYNƏLXALQ İQTİSADİYYAT MƏKTƏBİ**

**Müəllim: Fərdi Rəhimli**

**Fənn: Marketinq**

**Qrup : 1042**

1. What are the tasks of marketing management. Which entities do marketers market?
2. Explain the main differences among needs, wants and demands.
3. Define and explain the three major transformative forces of the new marketing realities.
4. List out and explain the core marketing philosophies.
5. Explain the Porter’s value chain and its importance on the marketing activities
6. Define what is a core competence and explain it with samples.
7. Explain the corporate mission term and its importance.
8. List out the approaches to the assessment of the growth opportunities.
9. What are the three main generic strategies? Provide examples.
10. Explain the strategic alliances and its types with the examples.
11. What are the components of the modern marketing information system?
12. List out and explain the marketing macro-environment factors.
13. Explain how demographic and economic factors affect marketing environment.
14. Explain how cultural and technological factors affect marketing environment.
15. How to calculate the current demand? Explain the approaches.
16. Walk through the marketing research process.
17. Describe the qualitative research instruments.
18. What are the main marketing metrics?
19. Explain the definition of customer perceived value and its components.
20. How can companies monitor the customer satisfaction?
21. How do companies create customer loyalty?
22. What are the benefits of developing customer relationship management system?
23. Explain how social factors influence consumer behavior?
24. Explain how personal factors influence consumer behavior?
25. Describe the buying decision process.
26. What is segmentation and what are the different levels of market segmentation?
27. How can a company divide the market into segment? Explain the approaches.
28. How can a firm develop and establish an effective positioning in the market? Explain the approaches.
29. Define and explain the points-of parity and points-of-difference. Show examples.
30. Explain the concept of brand, branding and brand equity.
31. Define the branding decisions, and analyze advantages and disadvantages of all three of them.
32. What are the characteristics of products and how do marketers classify products?
33. Explain how companies differentiate products and services.
34. What are the distinctive characteristics of the services? Provide examples.
35. How can new products be categorized?
36. What challenges does a company face in developing new products and services?
37. Explain the idea generation and screening phase of the product/service development process.
38. Explain the conceptualization and strategy phase of the product/service development process.
39. Explain the idea commercialization phase of the product/service development process.
40. What is the adoption? Which factors do influence the adoption process?
41. How do consumers process and evaluate prices?
42. Describe the price setting process.
43. What are the main pricing objectives? Provide examples.
44. Explain the pricing methods.
45. What is differentiated pricing? Explain price discrimination and yield pricing concepts.
46. Explain channel levels in the consumer markets.
47. What factors should company take into consideration when they design marketing channel?
48. What are the possible conflicts to arise during the channel management.
49. What are the major types of retailers? Explain the full scope.
50. What marketing decisions do retailers make?
51. What are the main communication objectives? Provide examples.
52. What are the major decisions companies should make during the design process of communications?
53. Explain the methods for establishing marketing communications budget.
54. What is marketing communications mix? What are the main modes of the communications?
55. What steps are required in developing an advertising program?
56. List out and explain the major consumer and trade promotion tools.
57. What are the reasons for companies to sponsor events?
58. What is marketing public relations? Explain the tasks it fulfills.
59. What are advantages and disadvantages of online communication?
60. List out and explain online marketing communication options.
61. What is direct marketing? Explain the benefits of it.
62. List out and explain main direct marketing channels.
63. What decisions do companies face in designing the sales force?
64. What decisions do companies face in managing the sales force?
65. List out and explain the six steps of effective selling.
66. List out and explain the competitive strategies for market leaders.
67. What are the competitive strategies for market-challengers?
68. List out and explain the competitive strategies for market-followers and market nichers?
69. What factors should a company review before deciding to go abroad? Explain in details.
70. What are the major ways of entering a foreign market?
71. To what extent must the company adapt its products and marketing program to each foreign country?
72. What are the main approaches to organizing a marketing department? Explain in details.
73. How can companies be socially responsible in terms of marketing?
74. What is cause related marketing? What are the pros and cons of it?
75. List out and explain the 4 major types of the marketing control.