**Module Name:** MARKETING

**Degree:** Bachelor

**Group:** 1043

**Exam Type:** Final

**Question Type:** Open-Ended

**Number of questions:** 75

**Lecturer Name:** PhD. Naila Musayeva

**Lecture Name:** Historical Development of Marketing, Marketing Concepts, and Philosophies

1. What is marketing as a Business function, and explain its core concepts.
2. Marketing is what you do, not what you say (Andy Sernovitz). Explain this quote.
3. What are the functions of Business? Write down all of them and explain Marketing shortly.
4. What are the starting and ending points of Marketing? Explain by giving examples.
5. Today marketing must be understood not in the old sense of making a sale – “telling and selling” – but in the new sense of satisfying customer needs. Critically discuss this saying.
6. Marketing is a contest for people’s attention (Seth Godin). Explain this quote by giving examples.
7. What is utility in Marketing and what types of utility do you know?
8. Please explain the historical development of marketing with their philosophies.
9. Please compare the selling and marketing concepts.
10. Drucker (1954) explained: the aim of marketing is to make selling superfluous (unnecessary). What does Drucker want to say with this quote?
11. Marketing is not sale, marketing is more than sale. Explain this case.
12. Please explain Henry Ford and his marketing approach in production concept.

**Lecture Name:** Marketing Environment and Environmental factors

1. Please shortly explain marketing environment.
2. What are the uncontrolled factors of marketing environment?
3. What are the controlled factors of marketing environment?
4. What are the Macro environmental factors of marketing environment?
5. What are the Micro environmental factors of marketing environment?
6. What are the company internal and marketing external factors of marketing environment?
7. What is the Marketing Mix? Shortly explain.
8. Please explain SMART Objectives of Marketing.
9. What is Boston Consulting Group (BCG) analysis? Explain it.
10. Explain Ansoff matrix and give examples.

**Lecture Name:** Marketing Research and its Techniques

1. What is marketing research and what are the main objectives of using marketing research by companies?
2. What types of data sources do you know in Marketing research process?
3. What are the primary resources? Explain and stress out all types of them.
4. What are the secondary sources? Explain and stress out all types of them.
5. Please explain Questionnaire (Survey) methods of Marketing research and its types.
6. Explain the types of Marketing research.
7. What is qualitative research and what kind of types of qualitative research do you know?
8. What is quantitative research and what are the cases, variables and values in quantitative research?
9. Please explain Focus Group and its standards.
10. Explain the process of Focus Groups.
11. What types of Focus Groups do you know in Marketing research?
12. Explain the Depth Interview and its process.
13. There are some rules of organizing focus groups. Please explain these rules.

**Lecture Name:** Consumer Markets and Consumer Behaviours

1. Who is client? Please explain the types of clients.
2. What are consumer and customer markets? Explain the differences.
3. What are the consumer and customer products? Explain the differences.
4. Please explain the types of goods having in Consumer Markets.
5. What types of goods are called “Non Sought Consumer Goods”? Explain by giving examples.
6. Please explain the economic features of Law ENGEL.
7. Explain the Economic Model of Marshall and give examples.
8. What are the criticisms of Marshall’s model and confirmed facts of Marshall’s model?
9. What are the social factors of consumers? Explain by giving examples.
10. Who is Abraham Maslow and Explain his model of “Hierarchy of Needs”
11. Please explain the purchasing decision making models of consumers.
12. What is “Complete solution of the problem” as a purchasing decision making?
13. Please explain Purchasing process of consumers.

**Lecture Name:** Business Markets and Behaviours

1. Who is client? Please explain the types of clients.
2. What is a Business market? Explain it by giving examples.
3. Explain the types of Business markets and give examples.
4. What is Production Markets? Explain and put out some examples from Azerbaijan markets.
5. What is Sales Company Markets? Explain and put out some examples from Azerbaijan markets.
6. What is Government (State) Markets? Explain and put out some examples from Azerbaijan markets.
7. What is Non-Commercial Markets? Explain and put out some examples from Azerbaijan markets.
8. Please write down the specifications of the demand of Business Goods.
9. Please specify the purchasing methods of Business buyers. With examples.
10. Please specify the participants in the Business buying process (Buying center).
11. Explain major types of Buying Situations.
12. Explain purchasing decision process of Business Goods.

**Lecture Name:** Segmentation, Targeting and Positioning

1. What are segmentation, Homogeneous and heterogenic markets? Give some examples.
2. What are the benefits of segmentation? Explain deeply.
3. What are the weaknesses of segmentation? Explain deeply.
4. Please explain Consumer market segmentation. With examples.
5. Please explain Business market segmentation with examples.
6. Please explain target market selection strategies. With examples.
7. What are Potential market, sales potential and sales forecasting in marketing?
8. Please explain focused marketing strategy and give examples.
9. Please explain differentiated marketing strategy and give examples.
10. Please explain undifferentiated marketing strategy and give examples.

**Lecture Name:** Marketing Mix

1. Explain the main product classifications with examples.
2. Main Pricing strategies. Use examples.
3. Differences between advertisement and Sales promotion. Use examples.
4. Explain the 4 level distribution channels of consumer market. Use example and explain each intermediary.
5. Main advertisement classifications. Use examples.