

1. What is Marketing?
2. What is the purpose of marketing?
3. How do you describe customer value?
4. How does marketing create customer value?
5. What are the marketing concepts?
6. Describe the promotional marketing concept.

6. What is Marketing Mix?

What is the importance of the marketing mix

Describe the integrated marketing mix.

7. What is a business portfolio and its units?

8. What are growth strategies? Explain.

9. Explain the STPs and provide an example.

Describe how STP is used in marketing.

10. Explain the four Ps.

12. What are the Level of Products and Services?

13. Describe product classifications and provide examples of each.
14. Describe product attributes.  
Explain how value is added to a core product.
15. What sources does a business have available for new idea generation?
16. What is the reason businesses invest in research and development (R&D)?
17. Describe the new product development process .
18. What is the new product concept, and how is it tested?
19. Describe different methods of test marketing.
20. How does a product get commercialised?
21. Describe the product life cycle using an example.
22. What is marketing innovation?
23. What is market and product

development in the maturity stage?

24. How are price ceilings and price floors determined?

25. Describe cost based and cost plus pricing.

26. What are the factors affecting pricing decisions.

27. Explain what a marketing channel is.

28. How are Brokers?

29. How are wholesalers different from superstores?

30. Describe an indirect marketing channel.

31. What are the functions of channel partners?

32. Describe the vertical marketing system.

33. What is the difference between supply chain and marketing systems?

34. What are the factors that cause channel conflicts?

35. What is the importance of promotion?

36. What is the meaning of promotion in the context of marketing?
37. What are the three basic purposes of promotion?
38. What are the components of the promotion mix?
39. List out the various factors affecting the promotion mix.
40. What is a pull promotion strategy?
41. What is promotion mix? Explain the elements of the promotion mix.
42. What are the various methods or techniques of direct traditional marketing?
43. Describe the advantages of social media marketing.
44. What is viral marketing?
45. What are the tools of traditional direct marketing?
46. Discuss the differences between traditional and online marketing.
47. What are the four major marketing

goals in order to satisfy and retain their customers?

48. List some possible environmental indicators for businesses under PEST.

49. Describe the PEST factors.

50. Explain the BCG matrix.

51. Provide an example of a product u think fits the cash cow category. Explain your reasoning?

52. Explain what a star product is?

53. Why is a product labelled as a dog?

54. What is a question mark product?

55. What is the market penetration strategy?

56. Explain the diversification strategy.

57. Provide an example of a market development strategy?

58.. what is the nature of marketing logistics.

59. What are some goals of marketing logistics?

60. Describe the importance of transportation logistics?
61. Explain why warehousing logistics is important for businesses.
62. Define the sustainable marketing concept.
63. What is the importance of sustainable marketing?
64. What are some criticisms of marketing?
65. Explain what deceptive practices are.
66. How is planned obsolescence harmful?
67. What are the impacts of marketing on society as a whole?
67. Explain materialism and its impact.
68. What is cultural pollution? Provide an example.
69. How can consumers promote sustainable marketing?
70. What is consumerism?
71. Describe the ideas of consumerism.

72. What is the idea of environmentalism?

73. What are the differences between consumerism and environmentalism?