

## Marketing Management

### Final exam questions

1. What is Marketing? 3 levels of marketing.
2. Generic strategy. Types of competitive advantage.
3. Porters five forces analysis.
4. What is the basis of competitive advantage?
5. Research of environment and situation analysis in marketing.
6. SWOT and PESTLE analysis
7. Explain value chain model.
8. Orientations of marketing management.
9. Development of marketing management.
10. Define Customer relationship management.
11. The role of CRM in Marketing management.
12. Customer value driven marketing strategy.
13. Explain Segmentation targeting positioning?
14. What is integrated marketing mix?
15. Explain growth and downsizing strategies of businesses.
16. Products and service classifications.
17. What are attributes of products.
18. The role of value chain in strategy implementation of company.
19. Marketing's role in business.
20. Explain strategic planning process.
21. BCG matrix and its explanation.
22. Explain Boston Consulting Group matrix.
23. Elements of 7P.
24. Define Ansoff's matrix.
25. Product positioning strategies.
26. What is branding? Brand equity.
27. What is the marketing communications mix.
28. Marketing communication process and Integrated Marketing communications.
29. Non-traditional marketing channels.
30. What are alternative advertisement methods?