

**SWARNANDHRA COLLEGE OF ENGINEERING &
TECHNOLOGY [AUTONOMOUS]**

Seetharampuram, Narsapur-534275

MBA- I Semester

Subject: **MARKETING MANAGEMENT**
[OUTCOME BASED EDUCATIONPATTERN]

UNIT – I

1. Describe needs, wants, demand, product, exchange, and transaction.
2. Explain the concept of market, marketing and marketing mix.
3. Classify the product and production concept.
4. Define green marketing. Elaborate green marketing concept.
5. Elaborate the concept of Indian Marketing environment.

UNIT – II

1. Define segmentation. What are the ways for classifying a market segment?
2. Elaborate the procedure for segmenting consumer market.
3. Define positioning. Explain the significance of positioning.
4. Analyze the developing and communicating strategy for positioning.
5. Discuss the procedure of evaluating and selecting of a target market.

UNIT – III

1. Define product. Explain the product mix concept.
2. State the stages in product life cycle.
3. What is pricing? Explain the pricing objectives.
4. Classify the process for selecting the final price.
5. What is pricing? Explain the pricing objectives.

UNIT – IV

1. Define marketing communication. Execute the communication process.
2. What is communication mix? Elaborate.
3. State the integrated marketing communication procedure. How to manage advertising and sales promotion.
4. How to manage advertising and sales promotion.
5. Discuss the procedure for sales force compensation.

UNIT – V

1. Classify intensive, selective and exclusive distribution.
2. How is marketing department organized?
3. Discuss marketing implementation procedure.
4. State the controlling measures for marketing performance.
5. Explain annual plan control, profitability control and efficiency control.