**ESSAY QUESTIONS**

**$$$001**

Explain and discuss how is effectiveness and efficiency related to role of marketing?

**$$$002**

Explain and discuss the concept of strategic marketing.

**$$$003**

Discuss the concept of e-commerce in contemporary marketing science.

**$$$004**

What are the principles of successful marketing program? Explain and discuss.

**$$$005**

Discuss the stakeholder theory in business ethics. Explain and discuss it’s impact on marketing function.

**$$$006**

Explain and discuss the importance of segmentation strategy. What are the advantages and disadvantages?

**$$$007**

Explain and discuss cultural factors influencing marketing decisions.

**$$$008**

Explain and discuss the marketing communication in organizations and its importance as a function.

**$$$009**

How important is the marketing mix for the success of companies. Explain and discuss.

**$$$010**

What kind of aspects and measures need to be considered when assessing a company’s marketing performance. Explain and discuss.

**BLOCK 1**

###001

Describe the concept of marketing.

###002

What is the difference between human needs and wants? Briefly explain.

###003

What is a market?

###004

How do suppliers help companies like Walmart maintain consistently low prices?

###005

What should sellers consider if they wish to avoid marketing myopia?

###006

Briefly compare concepts of needs, wants, and demands and provide examples to illustrate your answer. How do these three concepts relate to marketing practices?

###007

You are a manufacturer of tents, sleeping bags, and outdoor cooking equipment. How might you go about creating brand experiences for your customers?

###008

Explain how and why marketers go beyond selling a product or service to create brand experiences.

###009

Briefly explain the concept of marketing management.

###010

What is market segmentation. Why is it necessary?

###011

Describe the concept of marketing myopia.

###012

Briefly explain the product concept in marketing.

###013

What is the selling concept in marketing?

###014

Compare and contrast the marketing concept and the selling concept. What are the main differences?

###015

Explain the inside-out approach in marketing.

###016

Explain the outside-in approach in marketing.

###017

Explain the concept of customer driving.

###018

What is the societal marketing concept?

###019

Explain the concept of sustainable marketing.

###020

What is the meaning of marketing mix. Please explain.

###021

What can a company do to increase customer satisfaction.

###022

Explain the concept of customer relationship management.

###023

What is meant by customer equity?

###024

What is the importance of the customer lifetime value concept. Briefly explain.

###025

Briefly explain and discuss the benefit of cross-selling.

###026

Explain what marketers can expect from individuals in the customer relationship group classified as "butterflies."

###027

Describe and compare the four types of customers classified by their potential profitability to an organization. Explain how an organization should manage each type of customer.

###028

Explain how storing customer information in a database might better prepare carmaker Kia in customer relationship management.

###029

Alex works in the marketing department of an international company. How can Alex use modern technologies to conduct market research and better serve his company's customers?

###030

How can a marketer increase its "share of customer"?

###031

Define customer relationship management and explain its associated tools and levels of relationships.

###032

Explain why the aim of customer relationship management is to create not just customer satisfaction, but also customer delight.

###033

Define customer equity and explain how a company can increase it.

###034

Explain how the growth of digital technology has transformed the way in which companies conduct business today.

###035

How are local retailers affected by global competition?

###036

Do you agree that mission statements of companies should be market oriented?

###037

How does strategic planning benefit companies?

###038

What is a SWOT analysis?

###039

Why should mission statements be market oriented instead of product or technology oriented?

###040

Define strategic planning. Discuss the steps involved.

###041

What is a strategic business unit (SBU)?

###042

What are stars according to the BCG growth-share matrix?

###043

What type of strategy should a company use to manage its cash cows?

###044

Define market penetration.

###045

What is a business portfolio? What are the steps involved in business portfolio planning?

###046

What is a growth-share matrix? Discuss the BCG growth-share matrix.

###047

What factors determine the success of a company's value chain?

###048

What are the various components of the value delivery network of a company?

###049

What is a value delivery network?

###050

What are the components of a company's marketing mix?

###051

What does a market segment consist of?

###052

What does market targeting involve?

###053

What is a marketing strategy? How do marketing strategies help firms?

###054

Distinguish between market segmentation and market targeting.

###055

What is the main purpose of the executive summary in a marketing plan?

###056

What is the difference between marketing planning and marketing implementation?

###057

Define marketing planning. What are the contents of a marketing plan?

###058

Describe the most common forms of marketing organizations.

###059

What does marketing ROI measure?

###060

How do marketers measure return on marketing investment? Why is this figure difficult to assess?

###061

Who are the major players in a company's microenvironment? Explain the role that each actor plays.

###062

What are marketing intermediaries and what are the various types?

###062

What is a "public" in terms of the marketing environment?

###063

What are two potential drawbacks of creating separate products and marketing programs for each generation?

###064

Explain the concept of market saturation?

###065

Why do marketers find baby boomers attractive?

###066

How can marketers reach the Millennials effectively?

###067

How can marketers reach the Generation Z consumers effectively?

###068

What structure can an American family have now, as the traditional family has changed?

###069

Why do population shifts interest marketers?

###070

What is demography in a marketing context?

**BLOCK 2**

###001

In terms of ethnic and racial makeup, why is the United States today more accurately characterized as a "salad bowl" than a "melting pot"?

###002

Explain the impact of the baby boomers, Generation Xers, Millennials, and Generation Zers on today's marketing strategies.

###003

How can marketers benefit from developing solutions to environmental problems, such as pollution and raw material shortages?

###004

What are the major trends in today's natural environment? How do these trends affect companies?

###005

Why is the technological environment such a dramatic force in today's market?

###006

Explain the controversy surrounding cause-related marketing.

###007

Why is government regulation necessary to protect consumers from unfair business practices?

###008

How do socially responsible firms positively impact consumers and the environment?

###009

What is the difference between core beliefs and secondary beliefs? Give an example of each.

###010

What are the different ways in which the major cultural values of a society are expressed?

###010

Why is it important for marketers to understand cultural swings?

###011

Discuss why business legislation is enacted. Provide examples.

###012

What is cause-related marketing? Illustrate with examples.

###013

How do people's views of nature affect marketers?

###014

In reacting to the marketing environment, what strategies do firms adopt in order to shift from a reactive to a more proactive stance?

###015

What do marketers gain from gathering and analyzing information about customers and the needs and motivations of those customers?

###016

What is the function of a marketing information system (MIS)?

###017

Briefly explain the functions of a customer insights team.

###018

Marketers can obtain information from internal data and from competitive marketing intelligence. Compare and contrast the two sources of information.

###019

What is the most important characteristic of a good MIS?

###020

What are the steps of the marketing research process? How do companies conduct research?

###021

Briefly 3compare the different types of research approaches for gathering primary data.

###022

Identify three ways that companies can collect secondary data.

###023

Describe the major contact methods used to collect information from respondents in market research.

###024

Describe the three decisions involved in designing a sample?

###025

Compare and contrast closed-ended questions and open-ended questions for gathering data.

###026

Briefly explain why marketers need marketing research in addition to competitive marketing intelligence.

###027

What type of research would be the most useful to determine if a 20-percent decrease in price for a high-end sedan would result in an increase in purchases sufficient to offset the reduced price? Why?

###028

Why is it important for managers to define the problem and establish research objectives?

###029

How do primary data differ from secondary data?

###030

List two benefits of using secondary data.

###031

What is observational research and when is it used?

###032

What are some of the limitations of observational research?

###033

What is experimental research and when is it used?

###034

How can researchers and managers arrive at the best interpretation of research findings?

###035

How can a company manage information on specific customers more effectively?

###036

What is the most common CRM mistake?

###037

Discuss how small businesses and not-for-profit organizations can obtain market insights economically.

###038

Explain the common problems that international marketing researchers encounter.

###039

Why do some consumers resent marketing research?

###040

What role do the four Ps play in consumer behavior?

###041

Give an example of a cultural shift that may impact the marketing of products or services.

###042

Why might the Hispanic American market be a viable targeted group for a new marketer of products?

###043

In what way might a marketer rely on opinion leaders?

###044

How does marketing through online social networks differ from more traditional marketing?

###045

Explain why typical husband-dominant or wife-dominant products of the 1970s may no longer be regarded as typical.

###046

Define brand personality.

###047

Explain why selective attention is not controllable by a marketer.

###048

Explain how selective distortion is somewhat controllable by a marketer.

###049

Explain how selective retention affects what consumers remember about marketing messages.

###050

Cultural factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class. Distinguish between culture, subculture, and social class.

###051

A consumer's behavior is influenced by social factors, such as the consumer's small groups, family, and social roles and status. Explain the differences among these social factors.

###052

People's distinct individual personalities influence their buying behavior. Personality is usually described in terms of traits. What are these traits, and how do they affect the way people purchase items? Give at least one example.

###053

Explain Maslow's hierarchy of needs.

###054

Explain the role of marketers in the information search step of the buyer decision process. Give an example of how the marketer might execute this role.

###055

Why should marketers set up systems that encourage customers to complain about products?

###056

Compare and contrast the four types of buying decision behavior exhibited by consumers.

###057

Describe some important strategies for a marketer of a high-involvement product

###058

Listing them in the proper order, what are the stages in the buyer decision process?

###059

What strategy should a marketer use upon learning that consumers are not buying a product because they do not perceive a need for it?

###060

What are the differences between innovators, early adopters, and early mainstream adopters?

###061

Identify and describe the stages in the adoption process.

###062

Identify product characteristics that influence the rate of adoption. Explain how each characteristic affects the rate of adoption.

###063

Why is demand in the business market mostly inelastic?

###064

Explain the concept of derived demand.

###065

Why is the business buying process more formalized than the consumer buying process?

###066

What is supplier development?

###067

Distinguish between business markets and consumer markets.

###068

What happens in a modified rebuy?

###069

How do influencers contribute to the purchase decision process?

###070

What is the primary function of gatekeepers in an organization?

**BLOCK 3**

###001

How do interpersonal factors influence the business buying process?

###002

What functions do buyers serve in a buying center?

###003

Why is it difficult to assess interpersonal factors that influence the business buying process?

###004

Describe the major types of buying situations.

###005

Explain the advantages of systems selling.

###006

Define a buying center and the major roles played by members of an organization in the purchase decision process.

###007

"The buying center concept presents a major marketing challenge." What does a business marketer need to learn in order to deal with the challenge effectively?

###008

Discuss the major influences on business buyers.

###009

What is product value analysis?

###010

What does the proposal solicitation stage of the business buying process involve?

###011

Describe the advantage of selecting multiple sources of supplies.

###012

Briefly describe the eight steps in the business buying process

###013

What is e-procurement? Briefly describe its major advantages.

###014

What are the major characteristics of institutional markets?

###015

What are the major characteristics of government markets?

###016

Briefly describe geographic segmentation.

###017

Why are demographic factors the most popular bases for segmenting customer groups?

###018

Why must marketers guard against stereotypes when using age and life-cycle segmentation?

###019

Define psychographic segmentation.

###020

Briefly describe occasion segmentation.

###021

How does loyalty status enhance a company's understanding of its consumers?

###022

List three variables that are used in segmenting business markets.

###023

Explain the different segmentation variables used in segmenting consumer markets.

###024

Describe how marketers use multiple segmentation bases to their advantage.

###025

Why do companies opt for market segmentation?

###026

Why do international markets need to be segmented?

###027

What are the primary requirements for effective market segmentation?

###028

What does a company focus on when using an undifferentiated marketing strategy?

###029

What does a company focus on when using a concentrated marketing strategy?

###030

Briefly explain mass customization.

###031

List some important factors that companies need to consider when choosing a market-targeting strategy.

###032

How do companies identify attractive market segments? How do they choose a target marketing strategy?

###033

Distinguish between undifferentiated and differentiated marketing strategies.

###034

Briefly explain local and individual marketing.

###035

Briefly describe competitive advantage.

###036

How do firms practicing channel differentiation gain competitive advantage?

###037

What is product position? What functions do perceptual positioning maps serve?

###038

Give examples of pure tangible goods.

###039

Explain the difference between a consumer product and an industrial product. Include an example.

###040

Products and services fall into two broad classes based on the types of consumers that use them. Name these two broad classes and describe how they are different from each other.

###041

How does branding help buyers?

###042

When does product line stretching occur?

###043

Define consistency of the product mix.

###044

Name and describe the principal decisions companies make regarding their individual products and services.

###045

Describe the principal functions of packaging.

###046

What are the different dimensions of a company's product mix? Briefly describe each dimension.

###047

As competition and costs increase, and as productivity and quality decrease, what are the three major marketing tasks facing service companies in contemporary times?

###048

Define interactive marketing. Why is it considered an important skill for service marketers?

###049

What are the key service characteristics a company must consider when designing marketing programs? Briefly describe each characteristic.

###050

Distinguish between the service profit chain and internal marketing.

###051

How can service providers use a differentiated offer, delivery, and image to avoid competing solely on price?

###052

Briefly explain the concept of brand equity.

###053

What are the desirable qualities for a brand name?

###054

What is a private brand?

###055

What are the different brand sponsorship options available to manufacturers?

###056

A company has four choices when it comes to developing brands. Describe them.

###057

Explain common reasons for the failure of new products. What must be the goals for a company to create successful new products?

###058

What elements may help to create a product image?

###059

How might a firm benefit from implementing an "intrapreneurial" program?

###060

Why are competitors considered a good external idea source?

###061

What factors are assessed in test marketing?

###062

A marketer has selected a single city in which to conduct a test market. What can be concluded from this choice of a single-city test market?

###063

A marketer has chosen a multiple-city test market. What can be concluded from this choice of a multiple-city test market?

###064

Differentiate between controlled test markets and simulated test markets.

###065

Why might individual departments prefer sequential product development?

###066

Briefly describe the steps in the new product development process.

###067

Identify the major sources of external new product ideas and explain why these sources offer advantages over internal sources.

###068

Differentiate between a product idea, a product concept, and a product image.

###069

Explain concept testing.

###070

Define commercialization. Explain two important decisions the company must make during this stage.