**Question Bank**

Q1. Briefly explain the Marketing strategies. Discuss the significance of market strategies.

Q2. Discuss in detail Product Life Cycle (PLC).

Q3. Explain the following in brief

1. SWOT-Analysis
2. Strategic Marketing Process
3. Competitive Intelligence
4. Benefits of Competitive Analysis
5. Michal Porter Five Forces Model
6. Benefits of Corporate Social Responsibility
7. Customer Satisfaction

Q4. Explain the Control Phase of Strategic Marketing Process

Q5. Discuss the Procedures for Conducting a Competitive Analysis

Q6. Answer in brief :

1. PEST Analysis
2. Corporate Social Responsibility
3. Components of a Competitive Analysis
4. Benefits Of Competitive Analysis
5. Situation Assessment
6. New-Product Development

Q.7. Briefly explains:

a) Role of Market research.

b) Role of Advertising.

Q. 8 Explain Michal Porter’s five force model.

Q.9. What are the steps in the new product development process?

Q10. Elucidate the marketing strategies planning process.

Q11. Discuss the role and importance of  marketing strategies

Q12.Enumerate the process followed in segmenting the market.

Q13.What is branding? Mention the signs of brand erosion.

Q.14. Write a detailed note on the recent trends in marketing with special reference to use of technology.

Q15. List out the causes of customer dissatisfaction.

**Model optional and True/False Questions**

Q1. What does the term PLC stands for?  
  
(1**) Product life cycle**  
(2) Production life cycle  
(3) Product long cycle  
(4) Production long cycle

Q2. Which of the following is stage of Product Life Cycle?  
  
(1) Introduction Stage and Growth stage  
(2) Decline stage  
(3) Mature stage  
(4) **All of the above**

Q3. Which of the following is not a characteristic of “Market Introduction Stage” in PLC?  
  
(1) Demands has to be created  
**(2) Costs are low**  
(3) Makes no money at this stage  
(4) Slow sales volume to start

Q4. Which is the next stage after “Idea Generation” in “New Product Development Process”?  
  
(1) Feature specification  
(2) Testing   
(3) Development  
**(4) Idea Screening**

Q5. In a SWOT analysis, which two elements are part of the **internal** environment?

1. strengths and threats
2. opportunities and threats
3. strengths and opportunities
4. **weaknesses and strengths**

Q6. In “Product Life Cycle” a stage represents rapid growth of product sale knows as  
  
(1) Market introduction phase  
**(2) Growth phase**  
(3) Saturation phase  
(4) Mature phase

Q7. Which of the following is not part of the five forces model?

1. **Degree of Competitive Diversification.**

2. The Bargaining Power of Suppliers.

3. The Threat of Entry by New Competitors.

4. The Intensity of Rivalry among Existing Competitors.

Q8. Which of the following is the most important factor in competitive analysis?

1. What competitors charge for product similar to ours.

2. What competitors' customers think of them.

3. **What key benefits the competition offers to our target segment(s).**

4. How much bigger a competitor is.

Q.9\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ helps in identifying the product.  
  
**(1) Brand**  
(2) Label  
(3) Trademark  
(4) Packaging

Q10.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involves designing and producing the container or wrapper for a product.  
  
(1) Labeling  
**(2) Packaging**  
(3) Store branding  
(4) Supplying

Q.11 According to SWOT analysis, analysis of Opportunities is part of

1. Internal environment
2. External environment
3. Both a and b
4. None of the above

Q.12.Company’s strengths and weakness are evaluated in

1. PEST analysis
2. SWOT analysis
3. Both a and b
4. None of above

Q.13.PEST stands for

* + 1. Political, Economic, Social, Technological
    2. Political, Strength, Economic, Technological
    3. Political, Strength, Economic, Threat
    4. Political, Strength, Economic, Social

Q.14.Marketing Strategies are \_\_\_\_\_.

1. plan of action for developing, pricing, distributing and promoting products
2. Knowing what your competitors are selling
3. A concept of the time frame during which a goal should be achieved
4. Any action taken to implement

Q.15. Components of a Competitive Analysis is

1. Social
2. Family
3. Customer Service
4. Political stability

Q.16. Which method is used to identify current situation of the market?

1. BCG Matrix
2. Conjoint Analysis
3. PEST Analysis
4. Situation assessment

Q.17.Procedures for Conducting a Competitive Analysis are

1. Defining the problem
2. Analysis of the situation
3. **A and B**
4. None of the above
5. None of the above

Q.18.What is one characteristic of the 'Introduction / Development' stage?

1. **Costs are very high**
2. High stress
3. The Tax man will chase you
4. Peer pressure

Q.19. New competitors will enter in market in PLC stage called

1. **growth stage**
2. lately buying stage
3. segmenting stage
4. targeting stage

Q.20 Benefits of Corporate Social Responsibility are …

1. Enhanced Relationship with stakeholders
2. Media interest and good reputation
3. **A and B**
4. None of the above

Q21.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is use to check the efficiency of brand among the customers.  
  
(1) Brand strategy  
(2) Brand association  
**(3) Brand testing**  
(4) Brand bonding

Q22. Trade mark is a brand that gives legal protection and ensures its use to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
**(1) One seller**  
(2) Two seller  
(3) Three seller  
(4) Four seller

Q23. A part of brand, which can be spoken, is known as  
  
(1) Brand loyalty  
(2) Brand equity  
(3) Brand element  
(4) **Brand name**

Q.24. A marketing strategy specifies a target market and a related marketing mix. **True**/False

Q.25. A target market consists of a group of consumers who are usually quite different.True/**False**

Q.26.Target marketing aims a marketing mix at some specific target customers. **True**/False

Q.27. A marketing plan and a marketing strategy mean the same thing. True/**False**

Q.28. Segmentation is the process a manager goes through to decide which subgroups of customers to select. **True**/False

Q.29.A major goal of SWOT analysis is to identify a firm's core competencies. **True**/False

Q.30. A SWOT analysis is used to analyse an organisation’s current situation **True**/False

Q.31. A marketing plan is often included as part of a company’s overall business plan. **True**/false

Q.32**.** The executive summary is an introduction to the marketing plan. **True/**false

Q.33. Marketing-plan formats vary from business to business. **True/**false

Q.34. Marketing strategies and objectives take up very little space in the marketing plan. **False/**true