INDIAN INSTITUTE OF MANAGEMENT & COMMERCE
DEGREE & P.G COLLEGE, An Autonomous College w.e.f 2025-2026
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BBA I SEMESTER

Fundamentals of Marketing

Question Bank

Unit I

Short answer questions

1. Production Concept
2. Product Concept
3. Selling Vs Marketing
4. Marketing Mix
5. Marketing Environment
6. Micro Environment
7. Macro Environment

Long Questions

1. Explain the nature, scope and importance of marketing.
2. Explain the functions of marketing.
3. Discuss the various philosophies of Marketing.
4. What is the marketing environment? Explain micro and macro factors affecting the marketing environment.
5. Discuss how PESTLE factors influence the Marketing environment.

Unit II

Short answer questions

1. Segmentation
2. Targeting
3. Product positioning
4. Effective segmentation criteria
5. Niche marketing
6. Undifferentiated marketing
7. Differentiation
8. USP

Long questions

1. Explain the levels of segmentation using examples.
2. Explain the bases for segmenting the consumer market using examples.
3. What is targeting? What are the key considerations for targeting?
4. What is positioning? Explain the strategies used to position the product.

5. What is differentiation? Discuss the tools used to differentiate the products and services?

Unit III

Short answer questions

1. Objectives of pricing
2. Product line
3. Product mix
4. Market skimming pricing strategy
5. Psychological pricing

Long questions

1. What is PLC? Explain the stages and strategies used in PLC.
2. Explain the classification of products.
3. What are the factors considered for pricing the products? Explain.
4. Discuss the various pricing strategies used by Indian managers.

Unit IV

Short answer questions

1. Types of Advertising
2. Elements of promotion mix
3. Sales promotion
4. Public relations
5. Distribution channels
6. Direct marketing
7. Channel conflict

Long questions

1. What are the advantages and limitations of various types of media?
2. What is direct marketing? Explain its types.
3. What are the various types of distribution channels used in our country?
4. Explain the channel management process?

Unit V

Short answer questions

1. Online marketing
2. Social media marketing
3. Experiential marketing
4. Ethical considerations in marketing

Long questions

1. Explain CRM Vs PRM.
2. What is Online marketing? Explain different types of online marketing channels.
3. Explain Green and sustainability marketing practices briefly.
4. Write a note on Marketing Analytics.
5. What is the role of social media marketing.