



INDIAN INSTITUTE OF MANAGEMENT & COMMERCE
DEGREE & P.G COLLEGE, An Autonomous College w.e.f 2025-2026
Sponsored by VASAVI FOUNDATION & Affiliated to OSMANIA UNIVERSITY
RE-ACCREDITED BY NAAC WITH "A+" GRADE
An ISO 21001 : 2018 Certified College

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Fundamentals of Marketing

UNIT I

Short Answer Questions

1. Selling Concept Vs Marketing Concept
2. Core Concepts
3. Marketing Myopia
4. Marketing Mix with Example
5. Relationship Marketing
6. Customer Satisfaction
7. Customer Value
8. Types of Markets

Long Answer Questions

1. Define Marketing. Discuss the nature and scope of marketing?
2. What are the functions of Marketing? Explain in detail.
3. Explain the evolution of Marketing
4. Explain Marketing philosophies?

UNIT II

Short Answer Questions

1. Marketing Environment
2. Gender Segmentation
3. Targeting
4. Niche Marketing
5. Undifferentiated Marketing
6. Occasion Segmentation
7. Target Market
8. Public
9. Economic Environment
10. PESTLE Framework

Long Answer Questions

1. What is marketing environment? Explain how it impacts the decisions of marketing?
2. Discuss how micro and macro environment impact marketing decisions?
3. Discuss the bases of segmenting consumer market?
4. Explain positioning strategies used by the companies?

UNIT III

Short Answer Questions

1. Product Levels
2. Consumer Market
3. FMCG
4. Unsought Goods
5. Convenience Goods
6. Cost Plus Pricing
7. Skimming Strategy / Skimming Pricing
8. Penetration Strategy / Penetration Pricing
9. Optional Pricing
10. Competitor Pricing

Long Answer Questions

1. Define Product Life Cycle (PLC). Explain the stages of PLC considering an example?
2. Describe the classification of products?
3. What are the various pricing strategies used by Indian managers?
4. Explain the strategies to be used in each stage of the PLC?

UNIT IV

Short Answer Questions

1. Sales Promotion
2. Public Relations
3. Vertical Marketing System (VMS)
4. Logistics
5. Third Party Logistics
6. Reverse Logistics
7. SCM
8. Direct Marketing
9. Advantages and disadvantages of direct marketing
10. Resellers
11. Intermediaries

Long Answer Questions

1. Explain the advantages and disadvantages of various Medias of advertising?
2. What is IMC? Explain the elements of IMC?
3. Explain how distribution channels are designed?
4. "Middlemen are to be eliminated", Comment.
5. Discuss the role of intermediaries in distribution channels?

UNIT V

Short Answer Questions

1. Online Marketing
2. CRM
3. PRM
4. Importance of Social Media

5. Green Practices
6. Experiential Marketing

Long Answer Questions

1. What is online marketing? Explain its advantages and disadvantages?
2. Discuss the role and significance of Social media?
3. Write short notes on (i) CRM (II) PRM (III) Experiential Marketing?
4. Explain Green and sustainable marketing practices?