

**DR. MPS MEMORIAL COLLEGE OF BUSINESS STUDIES, AGRA**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**MARKETING MANAGEMENT (302)**

**QUICK REVISION QUESTIONS**

1. Define marketing. Explain its nature and scope.
2. Marketing is both art as well as science. Comment.
3. Write the concept of marketing strategy.
4. Discuss the concept of Marketing Mix with its characteristics.
5. Write down the steps involved in Marketing Process.
6. What is Market Targeting?
7. Discuss the advantages of Market Segmentation.
8. What are the bases for Market Segmentation.
9. What is product Mix? State the factors that influence the Product mix.
10. What is Product Life Cycle. Describe the phases which involved in Product Life Cycle.
11. Explain the concept of Pricing. Give its objectives.
12. Explain channels of Distribution? Discuss the functions of Distribution channels.
13. What do you mean by the Societal Marketing?
14. Define the term International Marketing.
15. Discuss the term Rural Marketing.
16. Explain the factors required by the company to become a Global player.