

Marketing Management

Chapter 1. An Overview of Marketing

Q1: What are marketing mix and the four Ps? Please give a real example to explain what marketing mix and the four Ps are.

Terms:

- Marketing
- Marketing management philosophies: production, sales, market and societal marketing orientations.
- Marketing mix: product, distribution (place), promotion and pricing (the four Ps).

Chapter 2. The Marketing Environment and Marketing Ethics

Q1: What are uncontrollable factors in the external environment on the marketing mix? Please give a real example to explain how the external environment affects a firm.

Q2. What is the pyramid of corporate social responsibilities?

Terms:

- Component lifestyles

Chapter 3. Developing a Global Vision

Q1: What are five methods of entering the global marketplace? Please explain the risk and return levels for the five methods.

Terms:

- Multinational corporation
- Culture
- Joint venture
- Direct investment
- Dumping

Chapter 4. Consumer Decision Making

Q1: Describe the consumer decision-making process.

Q2: What are the factors that affect the consumer decision-making process?

Q3: What are the psychological influences on consumer buying decision?

Terms:

- Cognitive dissonance
- Opinion leader
- Value
- Subculture

Chapter 5. Business Marketing

Q1: What are the major types of business products?

Q2. Describe the three important criteria for evaluating products and suppliers to business buyers.

Terms:

- Electronic commerce
- Strategic alliance
- Derived demand

Chapter 6. Segmenting and Targeting Markets

Q1: What is the market segmentation? Please give a real example to explain how a firm or a product segments market.

Q2: Describe some bases for segmenting consumer markets.

Q3: What are the common bases of demographic and psychographic segmentation?

Q4: Describe the steps in segmenting a market.

Terms:

- Market segmentation
- Family life cycle
- Usage-rate segmentation
- Cannibalization
- Positioning
- Product differential

Chapter 7. Decision Support Systems and Marketing Research

Q1: What are the steps in a marketing research process?

Q2. Describe some forms of survey research.

Terms:

- Primary data
- Secondary data
- Open-ended question
- Closed-ended question
- Scaled-response question
- Scanner-based research

Chapter 8. Product and Services Concepts

Q1: What are the product packing functions?

Terms:

- Business product
- Product line
- Cobranding
- Labeling

Chapter 9. Developing and Managing Products

Q1: What is the new-product development process?

Q2. Describe the product life cycle.

Terms:

- Brainstorming
- Commercialization

Chapter 10. Marketing Channels and Supply Chain Management

Q1: What are the marketing channel functions performed by intermediaries?

Terms:

- Marketing channels
- Retailer
- Merchant wholesalers
- Agent and broker
- Mass customization (Build-to-order, BTO)
- Just-in-time production (JIT)

Chapter 11. Retailing

Q1: What are the major types of retail operations?

Q2: What are the major forms of nonstore retailing?

Q3: What are the six Ps of retailing mix?

Q3: What are the most influential factors in creating store's atmosphere?

Terms:

- Chain stores
- Direct retailing
- Catalogs and mail order

Chapter 12. Integrated Marketing Communications

Q1: What is the AIDA concept which is a classic model for reaching promotional goals?

Q2: What are the factors affecting the promotional mix?

Terms:

- Promotional mix
- Push strategy
- Pull strategy
- Integrated marketing communications (IMC)

Chapter 13. Advertising and Public Relations

Q1: What are the common advertising appeals?

Q2: What are the common executional styles for advertising?

Q3. Describe some media types for advertising.

Terms:

- Advocacy advertising

Chapter 14. Sales Promotion and Personal Selling

Q1: Describe some tools for consumer sales promotion?

Q2: Describe some tools for trade sales promotion?

Q3. What are the seven basic steps in the personal selling process?

Terms:

- Coupons
- Point-of-purchase promotion
- Sales force
- Cold calling

Chapter 15. Internet Marketing

Q1: Give some cases or webs of internet marketing. What marketing activities are there on the internet?

Terms:

- E-commerce

Chapter 16. Pricing Concepts

Q1: What are the factors that affect elasticity of demand?

Q2: Describe the four-step process of setting the right price on a product?

Q3. Describe some tactics for fine-tuning the base price?

Terms:

- Status quo pricing
- Markup pricing
- Break-even pricing
- Prestige pricing
- Price skimming
- Penetration pricing
- Leader pricing
- Bait pricing
- Odd-even pricing
- Bundle pricing
- Two-part pricing