



# Modern Marketing

Syllabus discussions & Important topics to be focused



# Agenda

- ◇ Question Paper Pattern
- ◇ Chapter wise syllabus discussion
- ◇ Expected questions from the examination point of view
- ◇ Previous Year question papers
- ◇ Link for study materials uploaded in the website



# Question Paper Pattern

◇ External Paper: 70 marks

Section	Marks	Questions to be answered	Total Marks
Section A	2 marks each	Answer 5 out of 7	10
Section B	5 marks each	Answer 3 out of 4	15
Section C	15 marks each	Answer 3 out of 4	45
			Total = 70



# Chapter 1

## Course Outline

Unit	Topics
1 Introduction to Marketing	Meaning and Definition, Goals, Concepts of Marketing, Approaches to Marketing, Functions of Marketing, Recent trends in Marketing –Green Marketing and Grey Marketing, Retailing, Relationship Marketing, Customer Relationship Marketing and Social Marketing.



# Chapter 1

- ◇ Expected Questions:
  - ◇ What are the functions of Marketing
  - ◇ Recent trends in Marketing
  
  - ◇ Differences between Marketing & Selling
  - ◇ What are the approaches to Marketing
  
  - ◇ Meaning, Definition, Characteristics of all the recent trends



# Chapter 2

## Course Outline

Unit	Topics
2 Marketing Environment	Types of Environments -Demographic, Economic, Natural, Political, Legal and Socio-Cultural Environments. Market Segmentation –Meaning and Definition, Basis of Market Segmentation, Consumer Behaviour –Factors influencing Consumer Behaviour.



# Chapter 2

- ◇ Expected Questions:
  - ◇ Factors affecting marketing environment
  - ◇ What are the basis for market segmentation
  - ◇ Factors affecting consumer behavior
  
- ◇ Any 2 factors explanation
  
- ◇ Meaning & Definitions



# Chapter 3\*\*

## Course Outline

Unit	Topics
3 Marketing Mix	Meaning and Elements, Product, Product Mix, Product Line, Product Life Cycle, Product Planning, New Product Development, Branding, Packing and Packaging, Pricing –Factors Influencing Pricing -Methods of Pricing (meanings) and Pricing Policy, Physical Distribution –Meaning -Factors affecting Channels of distribution -Types of Marketing Channels, Promotion – Meaning and Significance of Promotion -Personal Selling and Advertising.





# Chapter 3

- ◇ Expected Questions: *\*Most important chapter\**
  - ◇ What is new product development + Process of new product development
  - ◇ Explain PLC with characteristics of each stage
  - ◇ Factors affecting channels of distribution
  
  - ◇ Types of marketing channels, difference between personal selling & advertising, Factors influencing pricing, objectives of pricing.
  
  - ◇ Definitions, Expansions of short forms (AIDA, DAGMAR)



# Chapter 4

## Course Outline

Unit	Topics
4 Digital Marketing	Introduction, Features, Process of Digital Marketing, advantages and disadvantages, E-Marketing, Mobile Marketing, Market Disruption caused by Digital Marketing, Challenges and Suitability of Digital Marketing in India



# Chapter 4

- ◇ Expected Questions:
  - ◇ Challenges & Suitability of Digital Marketing in India
  
  - ◇ Advantages & Disadvantages of Digital Marketing
  - ◇ Market disruptions caused by Digital Marketing
  
  - ◇ Meaning, Definitions.



# Chapter 5

## Course Outline

Unit	Topics
5 Services Marketing	Meaning of Services, Characteristics of Services, Classification of Services, Marketing of Services, Difference between Products and Services Marketing, Challenges of Services Marketing, Marketing Mix in Service Industry, Growth of Services Sector in India.



# Chapter 5

- ◇ Expected Questions:
  - ◇ Classifications of Services Marketing
  - ◇ Difference between product & service marketing
  - ◇ Growth of Service sector in India
  
  - ◇ Challenges of Services marketing
  - ◇ Characteristics of Services marketing
  
  - ◇ Meaning & Definition

# 2018

7. Define Pricing. Explain the different methods of pricing.

ಬೆಲೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ. ಬೆಲೆ ನಿಗದಿಯ ವಿವಿಧ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.

8. Define Service. Explain the various types of Services.

ಸೇವೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ. ಸೇವೆಯ ವಿವಿಧ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.

9. Elaborate the various approaches in the study of marketing.

ಮಾರಾಟ ಪ್ರಕ್ರಿಯಾಶಾಸ್ತ್ರದ ಅಧ್ಯಯನದ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.

10. Explain the factors responsible for the growth of service sector in India.

ಭಾರತೀಯ ಸೇವಾ ಕ್ಷೇತ್ರದ ಬೆಳವಣಿಗೆಗೆ ಪರಿಗಣಿಸಲಾಗುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.

11. Explain the factors influencing on consumer behaviour.

ಅನುಭೋಗಿಯ ವರ್ತನೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.

2017

SECTION – C

Answer any three questions. Each question carries fourteen marks. (3×14=42)

7. Explain the functions of marketing.
8. Explain the bases for market segmentation.
9. Explain the stages involved in new product development.
10. Define services. Explain the characteristics of services.
11. Explain the characteristics and economic significance of tourism.

2016

Answer any three of the following questions. Each question carries fourteen marks.

(3×14 = 42)

7. Explain the approaches to the study of Marketing.

ಮಾರಾಟ ಪ್ರಕ್ರಿಯಾ ಶಾಸ್ತ್ರದ ಅಧ್ಯಯನದ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.

8. What are external macro environmental forces ? Explain.

ವಿಶಾಲಾತ್ಮಕ ಪರಿಸರದ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಬಾಹ್ಯ ಅಂಶಗಳಾವುವು ? ವಿವರಿಸಿ.

9. What is product planning ? Describe the factors influencing product planning.

ಉತ್ಪನ್ನ ಯೋಜನೆ ಎಂದರೇನು ? ಉತ್ಪನ್ನ ಯೋಜಿಸುವಿಕೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.

10. Explain briefly, the significance of Tourism.

ಪ್ರವಾಸೋದ್ಯಮದ ಮಹತ್ವವನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.

11. Explain different types of services.

ವಿವಿಧ ರೀತಿಯ ಸೇವೆಗಳನ್ನು ವಿವರಿಸಿ.



# 2015

## SECTION – C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks :

(3×14=42)

7. Define Product Planning. Describe the factors Influencing Product Planning.

ಉತ್ಪನ್ನ ಯೋಜನೆ ಎಂದರೇನು ? ಉತ್ಪನ್ನ ಯೋಜಿಸುವಿಕೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.

8. Explain the different types of services.

ವಿವಿಧ ಸೇವೆಗಳನ್ನು ವಿವರಿಸಿ.

9. Explain the bases of market-segmentation.

ಮಾರುಕಟ್ಟೆ ವರ್ಗೀಕರಣದ ಆಧಾರಗಳನ್ನು ವಿವರಿಸಿ.

10. What is promotion ? Explain its significance.

ಪ್ರವರ್ತನೆ ಎಂದರೇನು ? ಅದರ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.

11. Explain the approaches to the study of marketing.

ವಿಕ್ರಯಿಸುವಿಕೆಯ ಅಧ್ಯಯನದ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.



# Links

◇ <http://www.jaincollege.ac.in/jecvvp/>

Thank You

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