**QUESTIONS FOR THE ENTRANCE EXAM IN THE MASTER’S DEGREE SPECIALTY 1-26 80 05 «MARKETING»**

1. Marketing orientated organizations operate within a number of environments that can affect, directly or indirectly, their operations. Identify the main business environments and explain their likely impact on the marketing operations of a company.
2. There are a number of key steps and stages in consumer buyer behavior. What are they?
3. Identify the steps to be considered in developing a market research plan and describe the practical difficulties that may be encountered.
4. Marketers make product and service decisions at three levels: individual product decisions, product line decisions, and product mix decisions. Discuss each in turn.
5. Satisfaction of consumer needs and wants is the focal point of the marketing philosophy and the customer is considered to be king.’ Comment on this statement and highlight the importance of the marketing philosophy to modern business organizations.
6. Discuss core marketing concepts.
7. Describe the major influences on consumer buying behavior and explain the approaches that can be used by marketing organizations in order to influence consumer behavior.
8. McCarthy classified various marketing activities into marketing-mix tools of four broad kinds, which he called the four Ps of marketing. Discuss each of them.
9. Describe the information you would expect to find in the sections of a typical marketing plan and summaries the importance of marketing planning to marketing.
10. Explain the best-known theories of human motivation—those of Sigmund Freud, Abraham Maslow—that carry quite different implications for consumer analysis and marketing strategy.
11. A company wants to identify market segments which it can serve effectively. With appropriate examples, explain the bases of consumer market segmentation that the company could utilize.
12. What is a marketing information system? What are the main sub-systems in such a system? Why do marketers increasingly need such information systems?
13. Describe the major influences on organizational buying behavior and explain the approaches that can be used by marketing organizations in order to influence organizational buyers.
14. How might pricing strategies and tactics change over the life cycle of a product?
15. In order to compete in the current competitive environment, most companies today are moving from mass marketing to micromarketing. Explain these concepts of marketing.
16. What is a database, and how can such databases be used by the marketer to improve the effectiveness of marketing strategies?
17. Describe the key characteristics that distinguish services from products and suggest how they are likely to affect the development of marketing campaigns.
18. Explain the concept and importance of branding to organizations in relation to the following: building a brand; maintaining a brand; building customer loyalty; ethics and corporate social responsibility.
19. Explain the main advantages and limitations of the following pricing methods: a) Penetration pricing b) Premium pricing c) Markup pricing d) Skimming pricing.
20. Using examples, discuss what you feel to be the key distinguishing characteristics of service products.
21. Discuss the stages of the Product Life Cycle and identify the main advantages and limitations you would associate with this model.
22. Outline the process of conducting a SWOT analysis and discuss the importance of the SWOT analysis for marketing planning purposes.
23. Discuss the key internal and external influences on the pricing policies to be adopted for products and services.
24. What are the criteria for evaluating market segments, and what are the different targeting strategies which a marketer may use?
25. Analyze the value of an effective distribution network to the marketing of fast–moving consumer goods in highly competitive markets and describe the criteria you would use in order to select the most suitable intermediaries.
26. To what extent do you believe that merchandizing is particularly useful in encouraging impulse purchases?
27. Discuss the importance of sales promotions to the marketing of consumer products and explain how sales promotions can support the other elements of the promotion mix.
28. Outline and discuss the implications of a relationship marketing approach for the practice of marketing.
29. Outline the process of conducting a PEST analysis and discuss the importance of this analysis for marketing planning purposes.
30. Distribution has grown in importance within the marketing mix in the last few years. Highlight the reasons for the growth in popularity and explain the key elements of a distribution system.
31. Summarize the contributions that Public Relations campaigns can make to the marketing of products and services in highly competitive markets.
32. Define the ‘product’ in modern marketing terms. Explain and discuss the various product categorizations.
33. Analyze the contributions that advertising campaigns can make to the effective marketing of products and services and provide examples to support your recommendations.
34. Explain the term “brand positioning” and how can a marketer position his product or service offering.
35. Many companies are now turning to customer relationship management (CRM). Comment on this statement and highlight the importance of CRM to modern business organizations.
36. Discuss on public policy and ethics in marketing research.
37. The last few years have witnessed a significant increase in direct response advertising campaigns. Discuss the main benefits of direct response advertising and identify the main promotional media that can be considered.
38. What are the key steps in developing and launching new products?
39. Explain the 4 types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands: complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, variety-seeking buying behavior.
40. Designing a plan for primary data collection calls for a number of decisions on research approaches, contact methods, the sampling plan, and research instruments. Discuss each in turn.