# Shakuntala Krishna institute of technology kd-64

Marketing Orientations

1. What are the different marketing orientations? Explain each with suitable examples.
2. How does the modern marketing concept differ from the selling concept?

Consumer Behavior

1. Why is understanding consumer behavior important in marketing?
2. Explain three key factors that influence consumer buying behavior with examples.
3. How do companies modify their marketing strategies based on consumer behavior?

Market Segmentation and Targeting

1. What is market segmentation, and why is it important in marketing strategy?
2. Explain different types of market segmentation (demographic, psychographic, geographic, behavioral) with examples.
3. Select a product/service and suggest a segmentation strategy for it.

Marketing Mix (4Ps)

1. Define the 4 Ps of marketing and explain their role in a successful marketing strategy.
2. Choose a well-known company and analyze how it implements the 4 Ps in its marketing strategy.
3. How does pricing strategy affect consumer perception and demand?

Marketing Strategies and Trends

1. Discuss the role of digital marketing in modern business practices.
2. Explain the concept of brand positioning and give an example of a successful brand positioning strategy.

Case Studies and Real-World Applications

1. Select a recent marketing campaign and analyze its objectives, strategies, and effectiveness.
2. How do companies use customer feedback to improve their marketing strategies?