COURSE: MARKETING MANAGEMENT

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Instructions: Essay Questions. Attempt Any Five Questions

1. Discuss the steps involved in evaluating and selecting target markets. How can a company determine the most profitable target segment?

2. Explain the stages of the consumer decision-making process. How do psychological and social factors affect each stage?

3. Explain the concept of brand positioning. How can firms develop an effective positioning strategy to differentiate their offerings?

4. Discuss the role of social media platforms in shaping consumer expectations, brand perception, and purchase decisions.

5. Explain the importance of marketing metrics in evaluating the effectiveness of marketing strategies. Provide examples of commonly used metrics.

6. Explain the major bases of market segmentation and discuss how organizations select the most appropriate segment to target.

7. Explain how digital marketing tools such as SEO, content marketing, and email marketing contribute to customer engagement and effective marketing

8. Describe the challenges organizations face while implementing segmentation and targeting strategies in highly competitive markets.

9. Describe the role of brand identity and brand personality in creating emotional connections with customers.

10. Describe the role of ROI, customer lifetime value, and conversion rates in measuring marketing success. Why are these metrics critical for decision-making?