

MARKETING - I B.COM

UNIT V - PART A - 2 MARK QUESTIONS

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1. What is a 'Marketing Information System' ?

A **marketing information system** (MKIS) is a management **information system** (MIS) designed to support **marketing** decision making.

It is an organised body of the producers, the consumers, the middlemen and others that aims at providing regular and timely information to the producers to enable them to take certain important marketing decisions.

2. What are the components of a marketing information system?

Following are the four components of MIS:

Internal record: Marketing managers rely on internal reports related to customer orders, sales, price levels, cost, inventory levels, receivable and payables

Marketing intelligence system

Marketing decision support system

Marketing research

3. Define Marketing Research ?

The American Marketing Association defines Marketing Research as "the gathering, recording and analysing of all facts about the problems relating to the transfer and sale of goods and services from producer to consumer.

4. What are the various stages involved in Marketing research ?

- a) Problem Identification
- b) Collection of Data
- c) Decision on Sample
- d) Scrutinising the Data
- e) Classification and Tabulation
- f) Analysis and
- g) Preparation of the Research Report.

5. What do you mean by Primary Data ?

Data collected originally by the researcher himself for the purpose of his study are known as primary data. The researcher gets firsthand information from the respondents.

Example for methods of collecting Primary Data :

- a) Direct Personal Interview
- b) Indirect Oral Interview
- c) Information from Correspondents
- d) Mailed Questionnaire Method and
- e) Schedules sent through enumerators

6. What do you mean by Secondary Data ?

Data which are not originally collected by the researcher, but obtained from books, records, journals, dissertations, Government orders etc. are known as Secondary Data.

7. What do you mean by Direct Marketing ?

Direct marketing is a form of advertising in which companies provide physical **marketing** materials to consumers to communicate information about a product or service. Otherwise, it is the business of selling products or services directly to the public, e.g. by mail order or telephone selling, rather than through retailers.

. Types of **direct marketing** materials include catalogues, mailers and fliers.

8. Define E-Business ?

E- Business or **Electronic Business**, is the administration of conducting **business** via the Internet. This would include the buying and selling of goods and services, along with providing technical or customer support through the Internet.

9. What is Tele-Marketing ?

Telemarketing is the direct marketing of goods or services to potential customers over the telephone, internet or fax. **Telemarketing** may either be carried out by **telemarketers**, or increasingly, by automated telephone calls or "rob calls."

Telemarketing is defined as contacting, qualifying, and canvassing prospective customers using telecommunications devices such as telephone, fax, and internet. It does not include direct mail marketing.

10. What do you mean by Mail – order business?

Mail order business is a **form of large scale retailing** that collects orders from the buyers and executes such orders by post.