**FERGANA POLYTECHNIC INSTITUTE**

**“MANAGEMENT” DEPARTMENT**

**FINAL CONTROL QUESTIONS FROM THE DISCIPLINE**

**"MANAGEMENT.MARKETING"**

*Assistant of “Management” department Muydinov M.A.*

1. What do you understand by marketing?

2. What are the main stages of marketing development?

3. What do you mean by need?

4. What are market elements?

5. What is the concept of marketing theory and its evolution?

6. What are the elements of marketing?

7. What is the concept of socio-ethical marketing?

8. What is the difference between marketing concept and sales concept?

9. Show the difference between the production concept and the product concept?

10. What do you understand by marketing research system?

11. What is the structure of marketing information system?

12. What is the basis of marketing information?

13. What methods of information gathering are used in practice?

14. What do you understand by imitation method of information gathering?

15. How is information analysis conducted?

16. What methods are used in the analysis and processing of information?

17. What are the sources of information?

18. What methods of marketing research do you know?

19. What do you understand by field research?

20. What do you understand by marketing system?

21. How is the process of organizing marketing in the enterprise?

22. How many stages does the marketing management process consist of?

23. What do you understand by marketing external environment?

24. What are the internal environmental factors?

25. What types of marketing do you know?

26. What is macro and micro marketing?

27. What are the ways to improve the marketing management process?

28. What do you understand by innovative marketing and holistic marketing?

29. How to organize marketing activities based on the market principle?

30. What is the purpose of strategic planning?

31. What is the purpose of the enterprise program in strategic planning?

32. In what direction is the company's growth strategy implemented and what are its stages?

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36. In what direction is the company's growth strategy implemented and what are its stages?

37. What do you understand by diversification growth?

38. What is the purpose and role of the tactical plan of the enterprise?

39. What is marketing control and what types do you know?

40. What do you mean by intensive growth?

41. Explain the content of integrated growth?

42. What do you understand by market segmentation?

43. What types of market segmentation do you know?

44. Describe the main principles of market segmentation.

45. What do you understand by choosing a target segment?

46. What do you understand by differentiated marketing strategy?

47. What is the essence of a concentrated marketing strategy?

48. What do you understand by macrosegmentation?

49. What do you understand by microsegmentation?

50. What do you mean by initial segmentation?

51. What do you understand by product positioning?

52. What do you mean by market conditions?

53. How is the market situation analysis carried out?

54. How is the market size indicator determined?

55. What do you mean by forecasting market conditions?

56. What methods of prediction do you know?

57. What do you mean by expert assessment method?

58. What do you understand by market capacity?

59. What are the factors affecting demand?

60. Explain demand and its types?

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68. What do you understand by microsegmentation?

69. What do you understand by initial segmentation?

70. What do you understand by product positioning?

71. How is a product defined as a tool in marketing?

72. Describe the classification of goods.

73. What do you understand by product competitiveness?

74. Explain the concept of product life cycle.

75. What do you understand by product modification?

76. What is product differentiation?

77. Explain the new product production process?

78. What do you understand by product variation?

79. What are the main decisions related to trademarks?

80. Explain the importance of a trademark in business activity?

81. What do you mean by price?

82. What are the factors affecting the price?

83. What are the objectives of pricing?

84. How to set a high price strategy?

85. What do you understand by low price strategy??

144. How is the product price set during the product life cycle?

145. How is the price set?

146. What are the pricing factors?

147. What are the price functions?

148. What types of prices do you know?

149. What are the characteristics of distribution of goods?

150. Explain the content of retail trade and wholesale trade.

151. How to choose an intermediary in trade?

152. What are the factors that form the sales network?

153. What do you understand by "Merchandising" policy?

154. What new types and methods of trading do you know?

155. How many stages are distribution channels?

156. What do you mean by selling goods through vending machines?

157. What are modern sales methods?

158. What do you understand by vertical marketing system?

159. What types of methods of influencing sellers do you know?

160. What are the methods of influencing customers?

161. What is the role of communication policy in marketing?

162. What are the main means of communication?

163. Describe the main stages of marketing communication.

164. What do you understand by integrated marketing communication?

165. What integrated marketing communication methods do you know?

166. What are the basic principles of the marketing communications complex?

167. What are the main tasks of advertising?