

# 22 Lecture - MGT211

## Important Subjective

1. **What is the difference between marketing and advertising?**

Marketing encompasses all activities related to promoting and selling a product or service, including market research, product development, pricing, distribution, and advertising. Advertising, on the other hand, is just one of the tactics used in marketing to communicate a product or service's benefits to potential customers.

2. **What is a marketing plan?**

A marketing plan is a comprehensive document outlining a company's marketing strategy, goals, tactics, and budget for a specified period, usually a year. It helps ensure that marketing efforts are aligned with business objectives and that resources are allocated effectively.

3. **What is a target market?**

A target market is a specific group of people that a company aims to sell its products or services to. Companies identify their target market based on factors such as demographics, psychographics, and behavior.

4. **What is a USP?**

A USP, or unique selling proposition, is a statement that communicates a product or service's unique benefits or qualities that distinguish it from its competitors. It helps a company differentiate its offering and create a competitive advantage.

5. **What is branding?**

Branding refers to the process of creating a unique name, design, and identity that distinguishes a company's products or services from its competitors. It helps create recognition, build trust, and communicate the company's values and promise to its customers.

6. **What is a call to action (CTA)?**

A call to action is a statement or button on a website, email, or advertisement that encourages a viewer to take a specific action, such as subscribing to a newsletter, buying a product, or registering for an event.

7. **What is a SWOT analysis?**

A SWOT analysis is a tool used to evaluate a company's strengths, weaknesses, opportunities, and threats. It helps a company identify its competitive advantages and disadvantages, and develop strategies to capitalize on opportunities and mitigate risks.

8. **What is a marketing mix?**

A marketing mix refers to the set of tactics used by a company to promote its products or services. It includes the 4 Ps: product, price, promotion, and place, and helps ensure that a company's marketing efforts are aligned with its target market and business goals.

9. **What is influencer marketing?**

Influencer marketing is a tactic that involves partnering with individuals who have a large following on social media or other platforms to promote a company's products or services. It helps a company reach a wider audience and build credibility and trust with potential customers.

10. **What is customer segmentation?**

Customer segmentation is the process of dividing a company's target market into smaller groups based on common characteristics, such as demographics, behavior, or psychographics. It helps a company tailor its marketing efforts to specific customer segments and improve the effectiveness of its messaging.