

# 4 Lecture - MGT301

## Important Subjective

- 1. What is the history of marketing?**  
Answer: Marketing has a long history that dates back to ancient times when traders used various marketing techniques to sell their goods.
- 2. How has the evolution of marketing been driven?**  
Answer: The evolution of marketing has been driven by technological advancements, changing consumer preferences, and the growth of globalization.
- 3. What is the earliest form of advertising?**  
Answer: The earliest form of advertising was word-of-mouth.
- 4. How did the emergence of mass production in the 20th century impact marketing?**  
Answer: The emergence of mass production in the 20th century led to lower prices and increased product differentiation.
- 5. What is the marketing concept?**  
Answer: The marketing concept emphasizes the importance of customer satisfaction.
- 6. What is the impact of the internet on marketing?**  
Answer: The internet has made it easier to reach a global audience and has changed the way companies reach out to their customers.
- 7. What is the marketing mix?**  
Answer: The marketing mix includes the product, price, promotion, and place.
- 8. When was the first marketing textbook written?**  
Answer: The first marketing textbook was written in 1920.
- 9. What is guerilla marketing?**  
Answer: Guerilla marketing refers to unconventional and creative marketing tactics that rely on surprise and imagination.
- 10. What is brand equity?**  
Answer: Brand equity refers to the value of a brand and its overall importance to a company's success.