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.