**Final Marketing Questions**

1. The main functions of marketing and the content of marketing work in the company.
2. Definition, meaning and main types of segmentation in marketing.
3. Think about traditional views on marketing communications?
4. Marketing mix 4P and factors influencing it.
5. Pricing policy in the marketing mix.
6. The Boston model in the marketing mix.
7. The importance of using marketing communications in organizations.
8. SWOT analysis as the most important method for developing a marketing strategy.
9. The role of advertising in marketing communications.
10. Marketing paradigm.
11. General strategies used in marketing communications.
12. SWOT analysis in the application of marketing.
13. Internal marketing environment. The main directions and methods for studying the production and sales capabilities of the company. ВСG.
14. Models of consumer marketing information assessment
15. Main types of modern marketing
16. Marketing mix 5P and factors influencing it.
17. New trends in consumer purchasing behavior.
18. History of brand emergence, ways of brand development, types of products.
19. Developing a product concept in marketing communications. Concept of task, responsibilities.
20. Market capacity, formulas for its calculation and use when selecting a target market
21. Elasticity of demand in marketing research.
22. Market review and forecast
23. Communication as a process of information communication.
24. Marketing mix: elements, their forms and contents
25. Essence and purpose of sales promotion.
26. Goals and objectives of advertising.
27. Stimulation strategies related to price.
28. Methods of informing about sales promotion events.
29. The concept of public relations and its essence.
30. Organization of public relations at the enterprise.
31. Study of consumers and purchasing preferences: motivational analysis.
32. The role and role of advertising in marketing.
33. Sales promotion strategies.
34. Advertising tools and their application.
35. Comment on the concept of Internet marketing?
36. Marketing communications the concept of the consumer.
37. Needs and desires of consumers.
38. The concept of direct marketing.
39. Modern digital technologies in marketing research
40. Comment on the concept of network marketing?
41. Selection of advertising distribution media.
42. Franchising and its functions.
43. The main models of Marketing mix and highlight them with examples?
44. Marketing paradigm. Highlight the main reasons for the transition from 4P to 4C?
45. Advertising development in Western Europe and the USA.
46. Organization and planning of advertising campaigns.
47. Definition, meaning and main types of segmentation in marketing.
48. Branding and rebranding in marketing communications?
49. Economic, communication and psychological effectiveness of advertising
50. How does PR differ from marketing and advertising?
51. The essence, object, subject of marketing communications, factors influencing them.
52. Marketing communications the concept of the consumer. Consumer needs and desires.
53. Advertising tools and promotion methods.
54. New waves in marketing, the main differences between 4P and 4c.
55. History of the emergence and development of the brand.
56. Advertising content, the mechanism of its impact on consumers.
57. Features of the marketing research process at the enterprise.
58. The concept, criteria and strategies of market segmentation.
59. Basic concepts of a product, its components and the product policy of the enterprise in marketing.
60. The concept of a brand, trademark, logo. The main stages of brand formation.
61. The concept of the product life cycle and its role in marketing.
62. The concept of product competitiveness and its main indicators.
63. What is product positioning and how is it used?
64. The main stages of new product development.
65. Marketing, the concept of price and types of prices.
66. Basic methods and strategies of pricing.
67. Concept and main types of marketing communications.
68. Features of advertising as a means of promoting goods on the market, its main types.
69. Internet marketing. Communication system: meaning and features.
70. Stages of Internet marketing development in the world.
71. What are marketing communications: effective ways of communicating with the client.
72. SMM Marketing in Social Networks, Development of Social Networks
73. Analysis of the Main Tasks That Can Be Solved with the Help of SMM.
74. Advertising Agencies and Their Functions.
75. Marketing Mix 6P and Factors Affecting It.
76. What Do You Know About the Development and Application of Marketing in Uzbekistan?
77. What Do You Mean by Market Conditions?
78. What Is Valuable Consumption and Who Do You Mean by a Reasonable Consumer?
79. Explain the Product Life Cycle?
80. Explain the Relationship Between Price and Cost of a Product?
81. What Does Product Positioning Mean in an Advertising Strategy?
82. What Is Advertising in Marketing?
83. What Is Public Relations (PR) in Marketing?
84. How Is Market Condition Analysis Conducted?
85. Marketing mix 7P and factors influencing it.
86. What are the main stages of marketing development?
87. Boston - explain the content of the consulting group matrix.
88. What do you mean by market conditions?
89. Marketing mix 12p and factors influencing it.
90. What do you mean by brand competitiveness?
91. What do you mean by price?
92. What factors influence price?
93. How is the price of a product set throughout the product life cycle?
94. What do you mean by "merchandising" policy?
95. What are the styles of influencing customers?
96. What is the role of communication policy in marketing?
97. Advertising tools and promotion methods.
98. History of the emergence and development of the brand.
99. The role of advertising in marketing.
100. Goals and objectives of advertising.
101. Advertising tools and their application.
102. Public relations goals, tasks and functions.
103. The main criteria for segmentation of consumers of industrial goods
104. Communication as a process of information communication.
105. Marketing communications complex: elements, their forms and content
106. The essence and purpose of sales promotion.
107. The main criteria for segmentation of consumers of industrial goods
108. Methods of complex marketing research
109. External marketing environment: goals and main objects of research.
110. Advertising tools and their application.
111. Methods of complex marketing research
112. The main stages of development marketing strategy
113. The concept of direct marketing.
114. Advertising tools and promotion methods.
115. New waves in marketing, the main differences between 4P and 4c.
116. The history of the emergence and ways of brand development.
117. Explain the product life cycle
118. Global marketing strategies