

2022

P.G. Diploma in Marketing Management

First Semester

DMM-102: Marketing Management

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

UNIT – I

- I. Define marketing. State its importance in the context of global environment. (14)
- II. Write a detailed note on buyer behaviour in customer marketing. (14)
- III. What is marketing environment? Explain internal and external environment. (14)
- IV. Outline the role of strategic planning in marketing. (14)
- V. How marketing measurement and forecasting helps in dealing with competition? (14)

UNIT – II

- VI. Write a detailed note on market segmentation, targeting and positioning. (14)
- VII. What is service marketing? Discuss the characteristics of services and classification of services in detail. (14)
- VIII. Explain the elements of promotion - mix. (14)
- IX. Write short notes on:-
 - a) Logistics management
 - b) Branding (2x7)
- X. What are the various factors that influence pricing decisions? (14)

x-x-x