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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. What is marketing Management? Discuss its various tasks, concepts and orientations. (14)
- II. What is customer satisfaction? Discuss the significance of customer relationship management. (14)
- III. What is buyer behavior? Discuss the various types of behavior exhibited by the buyers which making their purchases. Discuss the significance of buyer behavior to the marketers. (14)
- IV. What do you mean by, 'Strategic Planning in Marketing'? Discuss the need and significance of framing appropriate strategies for effective marketing and sales forecasting. (14)
- V. Write short notes on the following:-
 - a) Market Measurement and Forecasting
 - b) Constituents of the Marketing Environment (14)

UNIT – II

- VI. What is market segmenting, targeting and positioning? Discuss the significance of each of these components for framing an effective marketing plan. (14)
- VII. Product branding and packing decisions are very crucial for the success of a company? Do you agree? Discuss with suitable examples. (14)

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- VIII. Discuss the relative importance of each of the tools for promotion. Is advertising the most important promotional tool? Discuss, your viewpoint. (14)
- IX. What is product pricing? Discuss the various policies and strategies for fixing product price. What is price dynamics? (14)
- X. Write short notes on the following:-
- a) Marketing of services
 - b) Marketing Organization and Control (14)

x-x-x