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PG Diploma in Marketing Management

1st Semester

DMM-102: Marketing Management

Time allowed: 3 Hours

Max. Marks: 70

Note: Attempt any five questions by selecting at least two questions from each Unit.

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UNIT - I

- I. What are the various tasks performed by marketing department of an organization? Discuss the various marketing concepts and orientations. (14)
- II. What is buyer behaviour? Discuss the significance of buyer behaviour to marketers. How buyer behaviour can be predicted? (14)
- III. What is marketing environment? Discuss the various components of marketing environment. Can some of these components be controlled by the marketers? (14)
- IV. What is strategic planning? Discuss the role of strategic planning for marketing. How an effective marketing strategy helps in dealing with competition. (14)
- V. Write short notes on the following:-
- a) Market measurement and sales forecasting
 - b) Importance of high customer satisfaction for effective marketing (2 x 7)

UNIT - II

- VI. What is marketing segmentation? What can be the various bases for segmenting market? Discuss the various techniques for targeting consumers and effective product positioning. (14)
- VII. What are services? How marketing of services is different from marketing of goods? Discuss the extended marketing mix for services. (14)
- VIII. a) What is product pricing? Discuss the various pricing policies and strategies.
b) What is promotion mix? Discuss the importance of each component of promotion mix. (2 x 7)
- IX. a) What are marketing channels? How marketing channel decisions are taken?
b) What is marketing control? How a firm can have an effective marketing control mechanism? (2 x 7)
- X. Write short notes on the following:-
- a) Relationship marketing
 - b) Product branding and packaging (2 x 7)

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