

1125
P.G. Diploma in Marketing Management 1st Semester
DMM-102: Marketing Management

Max. Marks: 70

Time Allowed: 3 hours

Note: Attempt five questions in all, selecting at least two questions from each Unit I and II. All questions carry equal marks.

Unit-I

- I. Discuss the various marketing concepts and orientations. Explain the benefits of customer retention and customer satisfaction.
- II. Discuss the term, "Strategic Planning". Explain the various benefits of strategic planning in marketing.
- III. What is the importance of forecasting in marketing? Describe the various techniques of forecasting with examples.
- IV. What are the various components of marketing mix? Briefly discuss significance of each component.
- V. Write short notes on the following:
 - a) Marketing Environment.
 - b) Buying Behavior.

Unit-II

- VI. What is relationship marketing? How a marketer can benefit from it? Explain the various ways for relationship marketing.
- VII.
 - a) What is product packaging? What are the various benefits of appropriate product packaging?
 - b) Write an elaborated note on Branding.
- VIII. What are services? Discuss the salient features of services marketing. How services marketing is different from physical goods marketing?
- IX. Discuss the various pricing policies and strategies.
- X. Write short notes on the following:
 - a) Objectives of advertising.
 - b) Marketing organization.

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