

2124
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. All questions carry 14 marks.

x-x-x

UNIT - I

- I. What are the core marketing tasks that a company needs to execute for effective market performance?
- II. Explain the key differences between buyer behavior in consumer marketing and business marketing. How should marketing strategies be adjusted for each?
- III. How do cultural and demographic changes in society influence a company's marketing strategies? Provide examples of companies that adapted well.
- IV. Explain the importance of market segmentation, targeting, and positioning (STP) in strategic marketing.
- V. What are the different types of competitive structures in the market (e.g., monopoly, oligopoly, monopolistic competition, and perfect competition)? How do these structures influence marketing strategies?

UNIT - II

- VI. What are the various pricing strategies that businesses can adopt? Discuss how each strategy aligns with different market conditions.
- VII. Describe the targeting process. What are the advantages and disadvantages of differentiated, undifferentiated, concentrated, and micromarketing strategies?
- VIII. What are the key objectives of advertising? How do different advertising media (TV, radio, digital, print) influence marketing strategies?
- IX. How can companies select the most effective distribution strategy to enhance market penetration?
- X. What role does relationship marketing play in retaining customers? Describe specific strategies that businesses can use to enhance customer relationships.

x-x-x