

2122  
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 equal marks.

x-x-x

**UNIT – I**

- I. Explain marketing management in today's terms. Describe the five marketing management orientations.
- II. What is buying behaviour? Discuss the various factors affecting of buying behaviour in case of consumer buyers and industrial buyers.
- III. Write notes on:-
  - a) Strategic planning in marketing
  - b) Integrated marketing concept
- IV. What is the importance of market measurement? Discuss various tools of market measurement.
- V. "Marketing environment encompasses all the internal and external factors that drive and influence an organisation's marketing activities". In the light of the statement discuss the various components of marketing environment.

**UNIT - II**

- VI. What is marketing of services? Explain the marketing mix requirements in service marketing.
- VII. Discuss the importance and objectives of pricing. Discuss the factors influencing pricing decisions in automobile industry.

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- VIII. "Personal selling is the ability to persuade people to buy goods and services at a profit to the seller and benefit to the buyer". Examine. How it is different from advertising?
- IX. Write notes on:-
- a) Marketing control
  - b) Relationship marketing
- X. State the alternative strategies applied to various market segments. What are the elements that influence in selecting the strategy for market segmentation?

x-x-x