

Exam.Code:1179
Sub. Code: 8538

2031
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? What are its fundamentals concepts? Explain the role of marketing in depth. (14)
- II. Discuss the marketing environment in view of its economic and social components. (14)
- III. a) What is consumer behaviour? What is its significance?
b) What is marketing forecasting? Mention various methods of demand forecasting? (2x7)
- IV. Write short notes on:-
a) Marketing tasks
b) Customer satisfaction (2x7)
- V. Write detail notes on strategic planning in marketing. (14)

UNIT – II

- VI. What do you understand by marketing channels? Explain the principles and role of marketing channels. (14)
- VII. What are pricing policies and strategies? Explain. (14)

P.T.O.

(2)

VIII. Write short notes on the following:-

- a) Personal selling Vs. Advertising
- b) Sales promotion (2x7)

IX. Write a detailed note on market segmentation, targeting and positioning. (14)

- X. a) What are brand strategies? Explain different brand strategies.
- b) What is packaging? What is packing decisions and strategies. (2x7)

x-x-x