

Exam. Code : 304401

Subject Code : 4929

PG. Diploma in Marketing Management (PGDMM)

1st Semester

MARKETING MANAGEMENT

Paper—PGDMM-103

Time Allowed—3 Hours] [Maximum Marks—50

Note :— There are **four** Sections (A-D) in all. Each section contains **two** questions of equal marks. Candidates are required to attempt **FIVE** questions, selecting at least **one** question from each Section. The **fifth** question may be attempted from any Section. Each question carries **10** marks.

SECTION—A

1. Discuss the Traditional and Modern concepts of marketing. What kind of role is played by Marketing in the Economic development ?
2. What do you mean by marketing research ? Critically analyze the various techniques of marketing research.

SECTION—B

3. How market segmentation is important for a marketer ? What are the conditions precedent to successful market segmentation ?

4. Distinguish between Market Segmentation and Product Differentiation. Describe the bases that you will use in segmenting the market for the following products :
 - (i) Hair dryer
 - (ii) Low calorie sweetener.

SECTION—C

5. Why a new product fails ? What are the critical forces influencing the management of products ?
6. Explain the various methods of pricing. What are the factors to be considered before setting of prices ?

SECTION—D

7. Explain what do you mean by promotion mix along with examples ? Discuss and differentiate between direct selling and online marketing.
8. Discuss the role of distribution channels in the success of any firm.