

Term End Examination – December, 2016

Program Title: Diploma in Management

Course Title: Marketing Management

Course Code: DIM-4

(Session 2015-16)

Time - 3 hours

Full Mark - 100

Answer any four questions from Group - 'A', any two questions from Group 'B' and any three questions from Group - 'C'.

Group 'A'

(Answer any four questions each within 100 words)

Mark: 5 X 4= 20

Q. No. 1

- (a) Define marketing.
- (b) How 'customer' is different from 'consumer'?
- (c) Segmenting a market on the basis of country, city or population is coming under which kind of segmentation?
- (d) Differentiate between need, want and demand?
- (e) What is packaging? Why it is important?
- (f) What is 'convenience goods'?
- (g) Discuss the role of the family in the consumer buying decision process.

Group 'B'

(Answer any two questions each within 250 words)

Mark: 10 X 2= 20

Q. No. 2

- (a) Mention how marketing concept is different from selling concept.
- (b) Explain the core concept of marketing in relation to exchange, transaction and relationships.
- (c) What is advertising? Briefly discuss different steps an advertiser follows to take advertising decisions.
- (d) What is pricing? Discuss briefly the factors affecting pricing decisions.
- (e) What is public relations (PR)? Discuss the strength and weaknesses of public relations.

Group 'C'

(Answer any three questions each within 500 words)

Mark: 20 X 3= 60

- Q.N. 3. Define and discuss various concepts of marketing.
4. Explain different approaches to the study of marketing in your own words.
5. Explain how companies identify attractive market segments and chose a market targeting.
6. Discuss in details the significance of "undifferentiated marketing", "differentiating", and "concentrated marketing" to select a target market.
7. What is Marketing Mix? Discuss the different elements of marketing mix.
8. Why "promotion" is considered to be an important element market mix? Discuss different promotional tools a market uses to promote its product.