

Term End Examination - December, 2016

Diploma in Management

Marketing and Retail Management

Course Code: DIM-4

(Session 2016-17)

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) What is need, want and demand?
- (b) How technological environment is putting a deep impact on modern marketing?
- (c) Write a short note on 'convenience goods'.
- (d) What is the difference between undifferentiated marketing and differentiated marketing?
- (e) What is advertising?
- (f) Write a short note on test marketing.
- (g) Differentiate between store-based and non-store based retailing.

Group 'B'

(Answer any two questions each within 250 words)

Mark: 10 X 2= 20

Q. No. 2

- (a) Distinguish between marketing and selling in your own words.
- (b) Explain the core concept of marketing in relation to exchange, transaction and relationships.
- (c) Discuss different types or stages or levels in the channel of distribution.
- (d) Define public relations (PR). Discuss the strength and weaknesses of public relations.
- (e) What is retailing? Classify different retailing formats.

Group 'C'

(Answer any three questions each within 500 words)

Mark: 20 X 3= 60

- Q.N. 3. Define marketing and discuss in brief the various concepts of marketing.
4. What do you mean by environmental forces for a marketer? How do these forces affect the marketing environment of an organisation?
5. Describe the classification and sub-classification of products on the basis of their use.
6. What is consumer decision making? Discuss the various stages of consumer decision-making process.
7. Define advertising. Discuss different steps an advertiser follows to take advertising decisions.
8. What is product Life Cycle (PLC)? Discuss the characteristics and marketing objective during the maturity stage of the PLC. What marketing strategies are followed during this stage?