## Term End Examination – June, 2018 Diploma in Management (DIM) 2015 – 2016 Syllabus

**DIM-04: Marketing Management** 

Time - 3 Hours

Full Marks - 100

Answer all questions from 'Group-A', any four questions from 'Group-B', any four questions from 'Group-C' and any two questions from 'Group-D'

## Group-A

1.	Ar	swer all the questions. (1x10=10 Marks)
	a.	Rising promotion costs and shrinking profit margins are the result of
		i. changing technology ii. globalization iii. deregulation iv. heightened competition
	b.	The is practiced most aggressively with unsought goods, goods that buyers
		normally do not think of buying, such as insurance, encyclopedias and funeral plots.
		i. marketing concept ii. selling concept iii. production concept iv. product concept
	c.	The concept holds that consumers will favour those products that offer the
		most quality, performance, or innovative features.
		i. product ii. marketing iii. production iv. selling
	d.	The concept holds that consumers and businesses, if left alone, will
		ordinarily not buy enough of the organization's products.
		i. product ii. marketing iii. production iv. selling
	e.	According to Theodore Levitt, who drew a perceptive contrast between the selling
		and marketing concepts, is preoccupied with the need to convert products
		into cash.
		i. marketing ii. selling iii. direct marketing iv. holistic marketing
	f.	can be seen as the development, design, and implementation of marketing
		programs, processes, and activities that recognizes the breadth and interdependencies
		of their effects.
		i. Niche marketing ii. Holistic marketing iii. Relationship marketing iv. Supply-chain marketing
	g.	One traditional depiction of marketing activities is in terms of the marketing mix or
		four Ps. The four Ps are characterized as being
		i. product, positioning, place, and price
		ii. product, production, price, and place
		iii. promotion, place, positioning, and price
		iv. promotion, product, price and place

	h.	Marketing is both an "art" and a "science" there is constant tension between the		
		formulated side of marketing and the side.		
		i. Creative ii. Selling iii. Management iv. Forecasting		
	i.	A is someone seeking a response (attention, a purchase, a vote, a donation)		
		from another party, called the		
		i. salesperson, customer ii. fund raiser, contributor iii. politician, voter		
		iv. marketer, prospect		
	j.	Marketers often use the term to cover various groupings of customers.		
		i. People ii. buying power iii. demographic segment iv. Social class position		
		$\underline{\text{Group-B}} \qquad (5x4=20 \text{ Marks})$		
2.	W	rite notes on any four from the following (each within 50 words).		
		oduct d. Promotion		
	Price e. Competitive advantage			
c.	Pla			
		Group-C		
3.	Aı	nswer any four questions (each within 200 words). (10x4=40 Marks)		
		scuss various methods of advertising budgeting.		
	Discuss various methods of sales promotion with example.			
c.		hat are the benefits of understanding the consumer buying behaviour? Explain with exple.		
d.		rite a note on pricing strategy.		
	Differentiate speciality stores from department stores.			
f.	Н	ow product and production concept are different from each other?		
Group-D				
4.	Ar	nswer any two questions (each within 250 words). (15x2=30 Marks)		
a.		ow a company can identify attractive market segments and then target a segment or		
h	some segments out of them? Explain with example.			
υ,		hy public relation is important? What are the steps involved in implementing a good blic relations programme?		
c.	_	aborate the different stages of consumer decision making process.		
		plain various stages of new product development.		