

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. Answer 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

