

TERM END EXAMINATION – JUNE, 2019
P.G Diploma in Media Management (PGDMM)
Advance Diploma in Media Management (ADMM)
Diploma in Media Management (DMM)

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'

Q. No. 1 Answer all the questions, each within one or two sentences

Marks: 1×10 = 10

- a) What is product concept?
- b) What is production concept?
- c) What is holistic marketing?
- d) What is sales concept?
- e) What is marketing myopia?
- f) What do you mean by service?
- g) Who is a wholesaler?
- h) Who is a retailer?
- i) What is penetration pricing?
- j) What is social media?

Group 'B'

Q. No. 2 Answer any four questions each within 100 words

Marks: 5×4 = 20

- a) Can marketing be done without value proposition? Explain with an example.
- b) What is Merchandise Management? Explain with an example.
- c) What is Test Marketing? Explain with an example.
- d) What is Public Relations? Explain with an example.
- e) What is Marketing Mix? Explain its relevance.
- f) Differentiate between product and service with examples.

Group 'C'

Q. No. 3 Answer any four questions each within 200 words

Marks: 10×4 = 40

- a) Explain various strategies of sales promotion with example.
- b) Explain the stages of New Product Development process.
- c) Discuss the relevance of stores based retailing in view of the popularity of e-Commerce.
- d) Discuss the role of advertising in promoting a product or service with examples.
- e) Explain the components of the macro marketing environment with examples.
- f) Explain the advantages and limitations of private labels from retailer's perspective.

Group 'D'

Q. No. 4 Answer any two questions each within 300 words

Marks: 15×2 = 30

- a) How has marketing concepts evolved over the years? Explain with examples.
- b) Discuss the stages and characteristics of product life cycle with examples.
- c) Prepare a marketing strategy for an Odisha based software company.