

**Term End Examination – June, 2017**  
**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) Differentiate between market and marketing.
- (b) Differentiate between customer and consumer?
- (c) What do you mean by the term 'customer satisfaction'? What steps companies take in order to satisfy their customer?
- (d) What is skimming pricing?
- (e) Explain negative publicity with examples.
- (f) What is co-branding? Discuss about its benefits.
- (g) Explain about the maturity stage of product life cycle.

**Group 'B'**

**(Answer any two questions each within 250 words)**

Mark: 10 X 2= 20

Q. No. 2

- (a) What is marketing management? Discuss the objectives of marketing management.

- (b) Discuss about 7 P's of Marketing. Mention the reason for three additional P's in case of service industry
- c) 'Advertising plays a vital role in the development of marketing process of a company'. Discuss.
- (d) What is sales promotion? What are the various tools used for sales promotion.
- (e) Differentiate between Marketing and Selling.

### **Group 'C'**

**(Answer any three questions each within 500 words)**

Mark: 20 X 3= 60

Q. No. 3 Discuss about the nature, scope and importance of marketing.

Q. No. 4 Discuss briefly about the STP concept in marketing. What is the significance of STP for the marketer in today's business environment?

Q. No. 5 Why Price is considered as one of the special P' of marketing mix. Discuss about different pricing strategies marketer use.

Q. No. 6 What is Promotion mix? Discuss about various components of promotion mix.

Q. No. 7 Discuss about different bases for market segmentation. What are the advantages of market segmentation?

Q. No. 8 Differentiate between advertising and publicity. Critically examine the strategies adopted by the government for publicity.