

Exam. Code : 304301
Subject Code : 6981

P.G. Dip. in Business Management Semester—I
PGDBM-104 : MARKETING MANAGEMENT

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION-A

This Section consists of **8** very short answer questions and students are required to attempt any **5** questions. Students have to write answer to each question up to **five** lines in length and each question carries **2** marks.

1. (i) Customer value
(ii) Mass Customization
(iii) Perceptual Map
(iv) BCG Growth-Share matrix
(v) Brand associations
(vi) Hierarchy-of-effects advertising model
(vii) Direct vs. Indirect Channels of Distribution
(viii) Price elasticity of Demand. 2×5=10

SECTION-B

This Section consists of **four** questions and students are required to attempt any **two** questions with answer to each question up to **five** pages in length. Each question carries **10** marks.

2. (i) Describe the challenges and opportunities that marketing faces in your institution or firm.
(ii) How has the Internet and mobile marketing affected marketing practice in India ?

3. (i) Do politicians employ segmentation ? Describe an example.
- (ii) Describe a segment of the higher education market that includes you. Appraise this segment in terms of criteria for effective market segmentation.
4. Define Marketing Planning. Describe the contents of Marketing Plan with a suitable example.
5. Use the SERVQUAL scale to assess service quality for a restaurant that you have recently visited. What advice would you give to the proprietor ? $2 \times 10 = 20$

SECTION-C

This Section consists of **four** questions and students are required to attempt any **two** questions with answer to each question up to **five** pages in length. Each question carries **10** marks.

6. Identify the product life-cycle stage for each product. Why did you choose those stages ?
 - (i) Mobile Phones
 - (ii) Digital Cameras
 - (iii) Desktop PCs
7. Discuss the different approaches to price a product or service. How would you go about setting price for an automobile repair shop ?
8. Describe the factors that a firm needs to consider when designing and managing its marketing channels for a newly launched electric car ?
9. Sketch out and describe an integrated communications program for Britannia's newly launched healthy biscuits. $2 \times 10 = 20$