

Exam. Code : 304301

Subject Code : 7397

P.G. Dip. in Business Management 1<sup>st</sup> Semester

MARKETING MANAGEMENT

Paper—PGDBM-104

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

**Note** :— This section consists of **EIGHT** very short answer questions and students are required to attempt any **FIVE** questions. Students have to write answer to each question up to **5** lines in length and each question carries **2** marks.

1. (i) Relationship marketing
- (ii) Core competency
- (iii) Strategic Business Unit
- (iv) Value Chain
- (v) Publicity
- (vi) Marketing Mix
- (vii) Psychological pricing
- (viii) Selective vs. Exclusive distribution 2×5=10

**SECTION—B**

**Note :—** This section consists of **FOUR** questions and students are required to attempt any **TWO** questions with answer to each question upto **5** pages in length. Each question carries **10** marks.

2. Do you think that service-quality model given by Parasuraman, Zeithaml and Berry can be applied to improve service in public hospitals ? Discuss.
3. Why do companies need to segment the market ? As a product manager, which bases of segmentation would you choose to market the toothpaste for sensitive teeth ?
4. What do you understand by Marketing Plan ? With the help of a hypothetical example, describe the contents of Marketing Plan.
5. Describe the characteristics of services. Select a service that you recently availed. What types of customer service surrounded that service you availed ? How do you assess customer service quality ? How would you improve customer service ? 4×5=20

**SECTION—C**

**Note :—** This section consists of **FOUR** questions and students are required to attempt any **TWO** questions with answer to each question upto **5** pages in length. Each question carries **10** marks.

6. What do you mean by Brand extensions ? Highlight the advantages and disadvantages of brand extensions with suitable examples.

7. Explain the concept of Product Life Cycle. Identify the Product Life-cycle stage for each of the below given product :
- (i) Mobile phones
  - (ii) Desktop PCs
  - (iii) Digital Cameras.
8. Select a product in which you are interested. Discuss the different pricing approaches that are available for setting the price of a product.
9. Highlight the functions performed by distribution channels. What are the various alternative channel designs available for distribution ? 10×2=20