

Exam. Code : 304301

Subject Code : 4916

P.G. Diploma in Business Management (PGDBM)

1st Semester

MARKETING MANAGEMENT

Paper-PGDBM-104

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— This paper consists of **EIGHT** questions of equal marks and students are required to attempt **five** questions, selecting at least **one** question from each Section. The fifth question may be attempted from any Section.

SECTION-A

1. Define Marketing. Do you think that marketing plays an important role in the economic development of a country ? Give your views citing suitable examples.
2. Define Market Segmentation. Describe the different factors influencing Market Segmentation.

SECTION-B

3. Describe the contents of a marketing plan for a pharmaceutical firm that plans to launch new milk powder fortified with vitamins.
4. (i) Discuss the different marketing strategies for a service firm citing suitable examples.
(ii) Highlight the various market potential indicators that need to be analyzed before entering a global market.

SECTION-C

5. (i) Explain the role of Packaging in marketing of products.
(ii) Differentiate between value-based pricing and cost-based pricing.
6. (i) Discuss different internal and external considerations that affect pricing decisions.
(ii) Highlight the importance of building brand equity in marketing.

SECTION-D

7. (i) Describe the key functions performed by marketing channels.
(ii) Explain the concept of promotion mix. Also, describe the characteristics of different tools of promotion mix.
8. (i) Explain the various objectives of Advertising.
(ii) Briefly explain the various types of wholesalers.