

4. Explain how companies adopt their marketing strategies and marketing mix for export markets.

SECTION—C

5. 'After launching the new product, management wants that product to enjoy a long and happy life'. In the light of the statement, explain the concept and distinct stages of Product Life Cycle (PLC).
6. Explain the different internal and external factors influencing Pricing decisions.

SECTION—D

7. (i) 'A company's channel decisions directly affect every other marketing decision'. Discuss the importance and various channel alternatives open to a company.
- (ii) Discuss the major trends in retailing in India.
8. Explain the Concept and Components of Promotion Mix. Describe the different objectives of effective Promotion Strategy. Also, highlight the need for Integrated Marketing Communication (IMC).

Exam. Code : 304301

Subject Code : 6237

P.G. Diploma in Business Management (PGDBM)

1st Semester (Batch 2021-22)

MARKETING MANAGEMENT

Paper—PGDBM-104

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. (i) What is a market offering ? Give an example of a market offering that has satisfied your need or want.
- (ii) Explain the importance of understanding the marketplace and customers. Describe the five core marketplace concepts.
2. Explain the characteristics of an attractive market segment. Describe the different factors that influence market segmentation.

SECTION—B

3. (i) 'Services marketing involves special challenges'. Discuss.
- (ii) Explain the different characteristics of a Service.