

Course Code:1PGDMM2
Course: Marketing Management
Credit: 5
Last Submission Date: April 30 (for January Session)
October 31, (for July session)

Max. Marks:-30
Min. Marks:-12

Note:-attempt all questions.

- Que.1 “Marketing is the creation and delivery of standard of living”. Do you agree with this statement? Explain the meaning of modern marketing concept .
- Que.2 Why it is necessary to scan marketing environment? What are controllable and uncontrollable marketing environment ?
- Que.3 What are the characteristics and benefits of market segmentation ? Discuss different basis for segmentating the market ?
- Que.4 Define consumer behaviour and describe its relevance in marketing decision –making. .
- Que.5 How the Howard –sheath model helpful you to understand your buying behaviour Discuss.
- Que.6 Explain briefly the product life cycle concept and its significance in the marketing mix and in product planning and development . Give various stages of PLC.
- Que.7 Explain how branding play an important role in formation of marketing mix and marketing strategy .
- Que.8 Describe the pricing strategies usually adopted by a company when a product travels through the different stages of its life .
- Que.9 Explain promotion mix . How will you decide the structure of promotion mix for a company engaged in manufacturing and selling ready- made garments .
- Que.10 Write short notes on:-
- (1) Distribution Channel
 - (2) Current challenges and future prospects for e-marketing
 - (3) Sales promotion
 - (4) Marketing research