

PGDTH-04
June - Examination 2016
PGDTHM Examination
Marketing Management
Paper - PGDTH-04

Time : 3 Hours]

[Max. Marks :- 100

Section - A

10 × 2 = 20

(Very Short Answer Questions)

Note: Answer **all** questions within limit of 30 words each.

- 1) Define the following concepts:
 - (i) Nature of marketing
 - (ii) Marketing environment
 - (iii) Consumer behaviour
 - (iv) Product innovations
 - (v) Product mix
 - (vi) Physical distribution
 - (vii) Publicity
 - (viii) Marketing strategy
 - (ix) Personal selling
 - (x) Advertising

Section - B**4 × 10 = 40**

(Short Answer Questions)

Note: Answer **any four** questions within a limit of 200 words each.

- 2) Illustrate the significance of marketing.
- 3) Examine the determinants of marketing environment.
- 4) Examine significance of consumer behaviour.
- 5) Discuss various marketing innovations.
- 6) Examine the determinants of packaging.
- 7) Discuss important aids of sales promotion.
- 8) Discuss the components of information system.
- 9) Why is industrial marketing necessary.

Section - C**2 × 20 = 40**

(Long Answer Questions)

Note: Answer **any two** questions within a limit of 500 words each.

- 10) Discuss the process of formulation of marketing strategy.
- 11) Examine various methods of advertising.
- 12) Describe various forms of branding and their determinants.
- 13) Devise various strategies for life cycle of a product.