

PGDTH - 04

December - Examination 2015

PGDTHM Examination

Marketing Management

Paper - PGDTH - 04

Time : 3 Hours]

[Max. Marks :- 100

Section - A

10 x 2 = 20

Note : Answer all the questions with word limit of 30 words each:

1) Define the following:

- (i) Marketing mix
- (ii) Brand
- (iii) Product mix
- (iv) Product line
- (v) Product life cycle
- (vi) Marketing research
- (vii) Diversification
- (viii) Channel management
- (ix) Pricing
- (x) Advertising

Section - B

4 x 10 = 40

(Short Answer type Questions)

Note : Answer any four questions. Each answer should not exceed 200 words. Each question carries 10 marks.

- 2) Explain product life cycle in detail.
- 3) What do you understand by marketing? Explain it with the help of characteristics.
- 4) What is the process of consumer buying? Explain in detail.
- 5) Why packaging is important element of product? Explain in detail.
- 6) What is the difference between brand and brand equity? Why branding is important for any FMCG product?
- 7) What are the methods of setting prices of product?
- 8) What is the process of planning? Explain in detail.
- 9) Explain organization information system in detail.

Section - C

2 x 20 = 40

(Long Answer Questions)

Note : Attempt any two questions within 500 words each:

10) Write short notes on:

(i) Publicity

(ii) Advertising

11) Explain marketing with the help of orientation of marketing with suitable example.

12) Explain promotional tools of products with the help of suitable example.

13) Write short notes on:-

(i) Process of new product development

(ii) Marketing innovation
