

PGDTHM-04

June - 2015

PGDTHM Examination- June, 2015

Marketing Management

PGDTHM-04

*Time : Three Hours]**[Max. Marks : 100***Section-A**

Answer all the questions with word limit of 50 words each

2 x 10 = 20

1. Define the following:
 - (i) Marketing
 - (ii) Marketing Mix
 - (iii) Packaging
 - (iv) Consumer Behaviour
 - (v) Sales Promotions
 - (vi) Information System
 - (vii) Product Diversification
 - (viii) Channel Management

Section-B

Answer any four questions within 100 words each.

10x4=40

2. What are the main functions of marketing? Explain.
3. What do you understand by new Product Development? Explain with example.
4. Explain Profit concept and policies in Marketing.
5. What is marketing Research? Why is it important?
6. Write short note on (any one):
 - (a) Product life cycle
 - (b) Advertising
7. How to formulate strategy for marketing of goods?
8. Write short note on : Marketing of Tourism?
9. Why innovatin is necessary in marketing of products?

Section-C

Answer any two questions within 500 words each.

2x20=40

10. Explain the concept of marketing and its implications, with the help of suitable example.
11. Elaborate Marketing Environment with the help of suitable example.
12. Explain various methods of promotions of products with the help of example.
13. Write short notes on:
 - (a) Industrial Marketing
 - (b) Methods in setting prices

(2)