2NSM (MM)

[19–HRPGKOW–P1S(N) 20M]

PGDSM 1st Semester (New) Exam., 2019 (W)

MARKETING MANAGEMENT

[PGDSM S1–02]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. *(a)* Answer the following questions in *one* or *two* sentence(s) : 1×8=8

(i) What do you understand by cobranding?

(ii) Define value pricing.

(iii) What is a hypermarket?

(iv) State two measures for evaluating advertising effectiveness.

(v) State the primary objective of collaborative CRM.

(vi) Define green marketing.

(vii) State an example to distinguish between needs, wants and demands.

(viii) Define marketing channel.

(b) Choose the correct answer from among the alternatives provided against each of the following questions : 1×4=4

(i) _____ are wants for a specific product backed by an ability to pay.

1. Channels
2. Needs
3. Attitudes
4. Demands

(ii) _____ is a place where business is conducted.

1. Office
2. Market
3. Road
4. None of the above

(iii) Which of the following is the first step in consumer buying decision process?

1. Evaluation
2. Purchase
3. Problem recognition
4. Information search

(iv) In this method of pricing, buyer's perception of value, not the sellers' cost is the key to pricing

1. value pricing
2. target-return pricing
3. mark-up pricing
4. perceived-value pricing

(c) Fill in the blanks of the following with the appropriate answer : 1×4=4

(i) _____ are the sets of interdependent organizations involved in the process of distribution.

(ii) _____ help the company to promote, sell and distribute its goods to final buyers.

(iii) _____ is the subdividing of a market into distinct subset of customers.

(iv) The four P's of marketing are product, price, _____ and place.

(Continued)

2. Answer any *five* of the following questions (each in around *50* words) : 2×5=10

(a) Explain the functions of marketing.

(b) Mention the criteria for successful positioning.

(c) What is product line and product range? Give examples.

(d) Explain the types of product diversification.

(e) State the limitation of product life cycle.

(f) State the objectives of sales promotion.

3. Answer any *four* of the following questions (each in around *150* words) : 3×4=12

(a) What are the emerging trends in channel management?

(b) Discuss the importance of pricing.

(c) Explain the holistic marketing concept.

(d) What do you understand by the term 'gatekeeper'? Explain.

(e) Explain with the help of an example the concept of emotional product buying motive.

4. Answer any *three* of the following questions (each in around *250* words) : 6×3=18

(a) What is micro-environment and macro-environment? Distinguish between the two.

(b) Describe the steps involved in buyer decision process for new products.

(c) Explain the different marketing control techniques.

(d) Discuss the price adjustment strategies.

5. Answer any *three* of the following questions (each in around *300* words) : 8×3=24

(a) Identify the possible reasons for losing customers by organizations. Highlight the significance of CRM in the light of improving customer retention.

(b) Discuss the emerging trends in rural and developmental marketing.

(c) Describe the different stages of a product life cycle with the help of an example.

(d) "All organizations need marketing." Do you agree with this statement? If so, give reasons in support of your answer along with relevant examples from business and non-business sectors.

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