2NSM (MM)

[21 HRKP1S(N)–22A]

DSM/PGDSM 1st Semester (New) Exam., 2021 (W)

MARKETING MANAGEMENT

[PGDSM S1 02]

Full Marks : 70/80

Time : 3 hours

The figures in the margin indicate full marks for the questions

(a) Learners admitted in 2020 and 2021 are to answer *70* Marks (Question Nos. **1** to **4**).

(b) Learners admitted in and before 2019 are to answer all the questions (Question Nos. **1** to **5**), i.e., for *80* Marks.

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

(a) What is the importance of marketing?

(b) What is personal selling?

(c) Explain the concept of brand equity.

(d) What is market positioning?

(e) State any two factors which influence promotional strategies.

(f) What is product labelling?

2. Answer any *four* of the following questions (each in around *100* words) : 3×4=12

(a) Explain the importance of customer relationship management in an organization.

(b) Explain market skimming pricing.

(c) Identify the possible reasons for losing customers by organizations.

(d) Explain patronage buying motives.

(e) Differentiate between selling orientation and marketing orientation.

(Turn Over)

3. Answer any *four* of the following questions (each in around *200* words) : 6×4=24

(a) Describe the various types of buying decision behaviour.

(b) What is promotion mix? What are its variables?

(c) Explain how the effectiveness of an advertisement can be measured.

(d) Distinguish between CRM and E-CRM.

(e) Discuss how market segmentation can be done based on demographic variables.

4. Answer any *three* of the following questions (each in around *250* words) : 8×3=24

(a) Explain the different stages in new product development process.

(b) Describe the external factors affecting pricing.

(c) What are the emerging trends in green marketing?

(d) Explain the steps in business buying process.

The following question is *NOT* for the learners admitted in 2020 and 2021 batches :

5. Answer any *one* of the following questions (in around *300* words) : 10

(a) Discuss briefly the product life cycle stating the factors which influence product life cycle.

(b) Compare between consumer and business buyer behaviour. Why do marketers need to study consumer buying behaviour? Explain.

★★★