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2 NSM (MM)

[22-HKPD1SN-23A]

DSM/PGDSM 1st Semester (New) Exam. 2022 (W)

(*Marketing Management*)

[PGDSM S1-02]

Full Marks : 70/80

Time : 3 hours

The figures in the right-hand margin indicate marks.

[Learners admitted in and after 2020 need to answer only Q.No. 1 to Q.No. 4 (total 70 marks)]

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

(*a*) Discuss the marketing concept.

(*b*) Discuss two micro environment factors.

(*c*) What is Habitual buying behaviour ?

(*d*) Explain the 'straight re-purchase' buying situation'.

(*e*) Discuss two variables for demographic market segmentation.

(*f*) Discuss the components of marketing mix.

2. Answer any *four* of the following questions (each in around 120 words) : $3 \times 4 = 12$

(*a*) Classify the products based on its durability.

(*b*) Discuss any three internal factors which influence pricing decision.

(c) Discuss different services of wholesalers for manufacturers and retailers.

(d) Define promotion. Do you think promotion is necessary to sell a product ? 1+2 = 3

(e) Mention different forms of relationship management.

3. Answer any *four* of the following questions (each in around 250 words) : 6 × 4 = 24

(a) Discuss different functions of marketing.

(b) Discuss briefly SWOT analysis and how it helps in environmental scanning.

(c) Discuss briefly consumer buying decision process.

(d) Discuss the additional 3Ps of marketing mix. 2+2+2 = 6

(e) Discuss different stages of new product development process.

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

(a) Discuss any four pricing methods. 2+2+2+2 = 8

(b) Discuss briefly any two forms of promotion. 4+4 = 8

(c) Discuss any two emerging trends in marketing. 4+4 = 8

(d) Explain the process of evaluating market segments and selection of target market. Define positioning and discuss criteria for successful positioning. 5+3 = 8

(Q. No. 5 is only for learners admitted before 2020)

5. Answer any *one* of the following questions (in around 350 words) : 10 × 1 = 10

(a) What is consumer behaviour ? Compare between consumer and business buyer behaviour. 2+8 = 10

(b) Discuss different macro-environmental factors which influence marketing.