

P.G. Diploma in Marketing Management Examinations
September / October 2012
Directorate of Distance Education
Commerce
Paper - I : Marketing Management

Time : 3 Hours

Max. Marks : New Scheme 80
Old Scheme 70

SECTION-A (5x14=70 Marks)

Note: (a) This section is common for the students of both Old and New Schemes.
(b) Answer any FIVE of the following questions; and
(c) Each question carries of FOURTEEN marks.

1. Define service and explain implications of characteristics of service.
2. What is distribution channel ? Discuss the functions of channel members.
3. What are the types of sales promotion ? Critically evaluate the relevance and importance of different sales promotion tools.
4. What is product mix ? Explain width, depth, length and consistency of the product mix.
5. Write an explanatory note on growth of service sector in India.
6. What is Marketing Environment ? Discuss the Micro and Macro factors which affect marketing environment.
7. Discuss the functions of marketing department.
8. Define marketing research. Explain the methods of conducting research.
9. What do you mean by market segmentation? Explain the different bases for segmentation.
10. What is product life cycle ? Explain the strategies involved in each stage of product life cycle.

SECTION-B (1x10=10 Marks)

Note: (a) This section is only for the students of New Scheme (with 20 marks for IA)
(b) Answer any ONE of the following and it carries of TEN marks.

11. Critically examine the role of different factors in goods and services.
12. Write an analytical note on objectives of advertising.