

**P.G. Diploma in Marketing Management Examination  
August/September 2009**

**Directorate of Distance Education Course  
Commerce  
Paper - I : Marketing Management (New)  
(Freshers)**

Time : 3 Hours

Max. Marks : 80

**Note: (1) Answer any FIVE questions.**

**(2) Each question carries 16 marks.**

1. Define Marketing Mix. Explain the variables associated with it.
2. Why Market segmentation is needed ? Explain the behaviouristic and non-behaviouristic bases of segmentation.
3. What is product life cycle ? Explain the stages of product life cycle.
4. Describe the steps involved in conducting a systematic market research.
5. "Customer satisfaction is primary and profit making is secondary." Elucidate.
6. Explain different ways of organising the marketing department.
7. What is marketing environment ? Explain a few controllable and uncontrollable operating forces.
8. What is sales promotion ? Explain the uses of sales promotion tools.
9. What are the major channels of distribution ? Which are the factors matter much while choosing a channel?
10. What is service marketing ? How marketing of services differs from marketing of products?

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**Paper - II : Marketing Research and Consumer Behaviour**

Time : 3 Hours

Max. Marks : 80

**Note: (1) Answer any FIVE questions.**

**(2) Each question carries 16 marks.**

1. What do you understand by marketing research? Explain its importance and scope.
2. Explain the sampling design process. What qualitative factors should be taken into consideration while determining a sample size.
3. What is consumer behaviour ? Explain the applications of psychological theory of personality to consumer behaviour?
4. Discuss the role of external determinants which influence the buying behaviour of a consumer.
5. Define questionnaire. What factors to be kept in mind while preparing a questionnaire.
6. What are the methods of primary data and secondary data collection.
7. Write a brief note on opinion leadership in firm's promotional strategy.
8. What do you mean by problem identification and formulation ? Differentiate between descriptive and survey based research.
9. Write a critical note on the following:
  - a) Univariate bivariate and multivariate analyses used for data processing.
  - b) Report preparation and presentation.
10. Describe in detail the written form of research findings presentation.

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**Paper - III : Agricultural and Rural Marketing  
(New) (Freshers)**

Time : 3 Hours

Max. Marks : 80

**Note: (1) Answer any FIVE questions.**

**(2) Each question carries 16 marks.**

1. Explain the nature, characteristics and potential of rural markets in India.
2. Discuss the distribution channels for marketing durable and non-durable goods in rural areas.
3. Explain the strategies for marketing of fertilizers, pesticides and seeds in rural areas.
4. What is the market structure for agricultural products in India.
5. Discuss the role of agricultural prices commission in agricultural marketing.
6. Explain the problems and challenges of agricultural marketing in India.
7. Discuss the nature, scope and importance of co-operative marketing in India.
8. What is the processing facility available in India for agricultural products?
9. Explain the factors affecting rural marketing in India.
10. Discuss the attitudes and behaviour of rural consumers and farmers.

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**Paper - IV : Services Marketing and Customer Relationship  
Management  
(New) (Freshers)**

Time : 3 Hours

Max. Marks : 80

**Note: (1) Answer any FIVE questions.**

**(2) Each question carries 16 marks.**

1. What do you mean by services marketing ? Explain nature and types of services.
2. Describe how consumer behaviour in services buying is different from consumer behaviour in the purchase of goods.
3. Identify the circumstances under which it is appropriate to reposition an existing service offering.
4. Describe the role of personal selling in services communications. Give examples of three situations in which you have encountered this approach.
5. Critically examine the pricing policies and strategies of services of a hospital.
6. Does CRM mean a change in operations or the attitude towards customers ? Illustrate through some examples.
7. Discuss the impact of technology on customer retention practices of companies.
8. The BPO sector in India has a lot of challenges ahead. Identify some of these challenges and make a five year vision and plan for overcoming the challenges and achieving your objectives.
9. Service industry jobs have higher attrition rates than non-service sector jobs. Is this statement justified ? Give reasons.
10. What is the role of CRM in delivering a customer relationship strategy?

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**Paper - V : International Marketing  
(New) (Freshers)**

Time : 3 Hours

Max. Marks : 80

**Note: (1) Answer any FIVE questions.**

**(2) Each question carries 16 marks.**

1. Define International Marketing. Explain the different international market entry strategies.
2. Critically examine the impact of geographical and political environment on international marketing decisions.
3. Why market selection in international market is very significant. Explain how one can go about in selecting in international market.
4. Explain in steps in new product development in the context of international marketing.
5. What are the major methods / approaches of international pricing.
6. Discuss factors influencing the choice of channel(s) at international level.
7. Bring out the importance and advantages of personal selling and sales promotion.
8. Trace out the organizational structure that change during the different stages of the evolution of domestic firm into transnational one.
9. Explain the role of globalization in international marketing of services.
10. Write short notes on any FOUR of the following:
  - a) International market orientation
  - b) Internal environment
  - c) Standardization versus adaptation
  - d) International advertising
  - e) Functions of WTO
  - f) International Marketing Information Systems

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