



**P.G. Diploma in Marketing Management Examination, Aug./Sept. 2010**  
**Directorate of Distance Education**  
**(Freshers)**

**Paper – I : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

*Note : 1) Answer any FIVE questions.*  
*2) Each question carries SIXTEEN marks.*

1. “Consumer is the king”. Comment on the statement in the light of the modern concept of marketing.
2. “Marketing planning and control can be considered as the nerve-centre of marketing management”. Elucidate.
3. What is market segmentation ? Explain the bases of segmentation.
4. Evaluate the scope and importance of marketing information system.
5. What is questionnaire ? Explain its pre-requisites.
6. Describe the stages in Product Life Cycle. Elaborate on the significance of PLC in planning and development.
7. Evaluate the methods of measuring the effectiveness of sales promotion.
8. Discuss the types of pricing policies adopted by firms.
9. Explain the formulation of marketing-mix of a service organization. Give the example of bank or insurance marketing mix.
10. Bring out the changing patterns in retail trade all over the world.