

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/
COMMERCIAL PRACTICE – APRIL - 2024**

MARKETING MANAGEMENT

[Maximum Marks : 75]

[Time : 3 hours]

PART-A

I. Answer all the following questions in one word or sentence. Each question carries 1 mark.

(9x1=9 marks)

		Module Outcome	Cognitive level
1	Modern marketing begins and end with.....	M1.01	R
2	Marketing is a (a) Goal oriented process (b) Social Process (c) Exchange Process (d) all of these	M1.02	R
3	List out any two examples for Demographic Segmentation.	M2.03	R
4	Define Customer.	M2.01	R
5	Fundamental level of a product is.....	M3.02	R
6is value associated with Brand.	M3.06	R
7is a paid form of mass communication and can be traced to an identified sponsor.	M4.03	R
8	Price is the only revenue producing element in the marketing mix. (a) True (b) False	M4.01	R
9	The negative feeling which arises after purchase causing inner tension is known as.....	M2.01	R

PART B

II. Answer any Eight questions from the following. Each question carries 3 marks.

(8x3=24 marks)

		Module Outcome	Cognitive level
1	“Marketing and selling are same”. Do you agree? Substantiate your views.	M1.02	A
2	Explain Remarketing.	M1.06	U
3	List out steps in Target Marketing.	M2.04	R
4	Outline Buying decision process.	M2.01	U
5	Explain need for market segmentation.	M2.03	U
6	Recall the word “Test marketing”.	M2.04	R
7	Explain classification of product on the basis of Durability.	M3.02	U
8	“All trademarks are brand, but all brands are not trademark”, Substantiate.	M3.06	U
9	List out any six tools for Public Relation.	M4.06	R
10	Describe any three factors affecting Pricing Decision.	M4.01	U

PART C

Answer **all** questions from the following. Each question carries 7 marks.

(6x7=42marks)

		Module Outcome	Cognitive level
III	Define Marketing. Recall any six features of marketing. OR	M1.01	R
IV	Outline various types of marketing management tasks.	M1.06	U
V	Explain various methods of market segmentation. OR	M2.03	U
VI	Fogg perfumes are intending to introduce new brand of perfumes for teenagers with premium quality. Can you suggest various personal factors which they should consider while developing and introducing the product into the market for gaining market share?	M2.02	A
VII	(a) Define Labelling. (b) Explain any five advantages of labelling. OR	M3.08	U
VIII	Describe various stages of PLC.	M3.04	U
IX	Describe the following terms with suitable examples. (a) Product Line (b) Product Mix (c) Product Positioning. OR	M3.07	U
X	PC enterprises is dealing in television. After conducting a market study they found that their sales are in declining trend. Can you suggest strategies which PC Enterprises should use for prevailing in the market.	M3.05	A
XI	Define Pricing Strategies. Explain any six Pricing Strategies. OR	M4.02	U
XII	Define Pricing. Explain any six pricing methods.	M4.02	U
XIII	Describe Elements of Promotion Mix. OR	M4.03	U
XIV	Ajay and Arun are young entrepreneurs dealing in organic foods with the brand “be healthy Foods”. To market the products they appointed 50 trained persons for distribution and marketing of their products. They offered incentives for achieving the target. (a) Identify the tool for promotion used by “be healthy food”. (b) Explain any other tools which “be healthy foods” can adopt to capture market.	M4.05	A
