

4. What are the objectives of sales promotion and explain the various sales promotion devices.(20)
5. Explain different positioning strategies. (20)
6. What is product life cycle ? Discuss the different stages in the life cycle of a product.(20)
7. Discuss the importance of Advertising in the marketing strategy of a firm. (20)
8. Discuss about the instalments practiced by Indian marketers. (20)
9. Discuss the emerging trend and challenges applicable to Indian consumer goods industry in the context of globalised marketing environment. (20)
10. Outline the steps in the new product development process. (20)

Register Number :

Name of the Candidate :

**2 9 4 6**

**P.G . DIPLOMA EXAMINATION, 2011**

( BUSINESS ADMINISTRATION )

( PAPER - II )

**120. MARKETING MANAGEMENT**

May ]

[ Time : 3 Hours

Maximum : 100 Marks

*Answer any FIVE questions.*

*All questions carry equal marks.*

( 5× 20=100)

1. Explain the factors which determine buyer behaviour and also, examine the importance of consumer behaviour. (20)
2. Discuss the major challenges of performing marketing functions in a rapidly changing global environment. (20)
3. Discuss the various internal and external factors that influence the pricing strategy of a firm. (20)

**Turn Over**