

4. Explain the significance of pricing decision.(20)
5. Explain the factors that determine buyer's behaviour. (20)
6. What is product life cycle ? Discuss different stages in the life cycle of a product and the marketing policies adopted at each stage.(20)
7. Define market segmentation. What are the bases of market segmentation ? (20)
8. What are the objectives of sales promotion ? Explain the various sales promotion devices. (20)
9. Discuss the three alternatives used in positioning a product at the market. (20)
10. Define packaging. Explain the objectives and its significance. (20)

Register Number :

Name of the Candidate :

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P.G. DIPLOMA EXAMINATION, 2010

(BUSINESS ADMINISTRATION)

(PAPER - II)

120. MARKETING MANAGEMENT

December]

[Time : 3 Hours

Maximum : 100 Marks

Answer any FIVE questions.

All questions carry equal marks.

(5 ×20=100)

1. What is marketing and what are the basic features of modern concepts of marketing?(20)
2. Explain the different functions of channels of distribution. (20)
3. List and explain the economic implications of advertising. (20)

Turn Over