

3. Explain the significance of pricing decision.(20)
4. (a) Explain why a new product fails ? (10)
(b) Describe the three alternatives used in positioning a product on the market. (10)
5. Discuss at least four methods of sales forecasting. (20)
6. Explain packaging and its functions. (20)
7. What do you understand by product planning and development ? (20)
8. Explain the concept of product life cycle and discuss how it is related to the different stages of market development. (20)
9. “The money spent on advertising is an investment and is not a waste”. Do you agree ? Give reasons for your answer. (20)
10. Explain the various tools of public relations with examples. (20)

Register Number :

Name of the Candidate :

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P. G. DIPLOMA EXAMINATION, 2010

(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. Do you think the scope of marketing has widened in the current business environment in India. (20)
2. Discuss the emerging trend and challenges as applicable to Indian consumer goods industry in the context of globalised marketing environment. (20)

Turn Over