Post Graduate Diploma in Marketing Management Odd Semester Exam, 2025

COMMERCE

(1st Semester)

Course No.: PGDMM-102

(Principles of Marketing)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question. Answer any five questions selecting one from each unit.

UNIT-I

1. Define Marketing. Discuss the various functions of marketing. 4+10=14

2. Discuss the concepts of marketing myopia. Write down the difference between customer satisfaction and customer delight. 7+7=14

UNIT-II

3. Define a 'Consumer'. Discuss the characteristics of a consumer. Write down the steps involved in buying decision process. 2+4+8=14

4. Highlight the characteristics of organisational markets with suitable example. 14

UNIT-III

5. Analyse the needs and trends of macro environment of marketing. 14

6. Write notes on : 7+7=14

   (i) PEST Analysis

   (ii) Micro environment of marketing.

UNIT-IV

7. What is market segmentation? Discuss the criteria for a effective market segmentation. 4+10=14

8. Write down the concept of target market and product positioning. 14

UNIT-V

9. Define marketing mix. Discuss the significance of marketing mix in a competitive business environment. 4+10=14

10. Write down the need and significance of marketing audits. 14

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