Post Graduate Diploma in Marketing Management Odd Semester Exam, 2025

COMMERCE

(1st Semester)

Course No.: PGDMM-105

(Marketing Communication)

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 communication. State the process of communication. Discuss the problem of body language in communication. 3+6+5=14

2. Describe the importance of communication in modern business. Also discuss the essential of loud communication. 7+7=14

UNIT-II

3. Explain briefly the formal and informal communication along with their relevant merits and demerits. 14

4. Discuss various types of verbal communication. What are the barrier of verbal communication. 10+4=14

UNIT-III

5. Discuss briefly any two of the following : 7+7=14

   (i) Postures and Gestures

   (ii) Manners and etiquettes

   (iii) Walking style and facial expression

6. What is non-verbal communication? Discuss the barriers of non-verbal communication. 4+10=14

UNIT-IV

7. You are intending to apply for the post Marketing Executive (Trainee) in ABC Company Ltd., Kolkata. Draft an application to the General Manager (HR) ABC Company Ltd, 24 Lindsay Street, Kolkata-700087. Also prepare your resume for the said purpose. 6+8=14

8. Discuss the strength and weaknesses of internet as a mode of communication. 7+7=14

UNIT-V

9. Write short note on the following : 7+7=14

   (i) Digital Camera

   (ii) Mobile Phone

10. What is media convergence? Explain the uses and limitations of tele conferencing. 14

*****