

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2016-18)
PGDM Trimester III Examination April 2017

Subject	Marketing management - 2		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	26.04.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

“Marketing is the art of finding, developing and profiting from opportunities”. Explain with relevant examples.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Write short notes. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) STP.
- b) Marketing mix.
- c) Personnel selling.

Q3) Write a brief note . Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Sales promotion and Trade Promotion
- b) Advertising in business to business marketing.
- c) Public relations and Publicity in today’s competitive environment.

Q4) Describe briefly. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Four main stages of the product life cycle.
- b) Importance of Logistics Management
- c) Different distribution channels.

Q5) Write short notes. Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Supply chain management.
- b) Five levels of meaning for a product.
- c) Brand Equity

Q6) Write briefly .Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Brand Salience
- b) Brand Performance
- c) Brand Imagery

Q7) Write short notes .Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Brand Judgement
- b) Brand Resonance
- c) Five dimensions of Brand Personality