

COURSE CODE – 3040302
PG DIPLOMA EXAMINATION – JAN 2009
PGDMAR.MGT / PGDMAT.MGT
MARKETING MANAGEMENT

(For Candidate Admitted from Calendar 2007 Onwards)

Time: 3 Hours

Max. Marks: 75

Section-A

Answer all the Questions:

15 X 1 = 15

1. Define management.
2. What is material management.
3. What is mean internal control of management,
4. Define production.
5. What are the factors of productivity.
6. What are the power of consumer behaviour.
7. Define profit segment.
8. Define price policy.
9. Define channels of intermedia.
10. Define decisions.
11. What is communications.
12. Define marketing research.
13. What is information method.
14. Define exemption function of demand.
15. Write note on specialized monopoly function.

Section-B

Answer any Five Questions:

5X 6 = 30

16. a. What are the different kinds of communication?

(Or)

- b. State the limitations monopoly policy.

17. a. What are the evaluations criteria for a good internal marketing.

(Or)

- b. What is performance of control productivity function?

18. a. What are the objectives of types of channels.

(Or)

- b. What are the procedures to the followed management function.

19. a. State the following productivity function other tools explain.

(Or)

- b. Explain different between Internal marketing and external marketing.

20. a. Discuss advantage of productivity

(Or)

- b. What are the evaluate Criteria for a good implementation of product.

Section – C

Answer any Two Questions:

2 X 15 = 30

21. Explain detail Internal policy and external policy management function.
22. Describe the control of management.
23. Describe the duties of market management.
24. Explain how would an auditor verify market environment.
25. What are the product planning management.