

Post Graduate Diploma in Management (Hospital & Health Management)

PGDM – 2024-26 Batch

1st Year – 2nd Semester End Examination

Subject & Code	: Marketing Management (MM)-CC 608	Reg. No.	:
Semester & Batch	: II, 2024-26	Date	: 17-04-2025
Time & Duration	: 10:30 A.M.-01:30 P.M. (3 Hrs.)	Max. Marks	: 70

Instructions:

- Budget your time as per the marks given for each question and write your answer accordingly.
 - Do not write anything on the Question Paper except writing your Registration No.
 - Mobile Phones are not allowed even for computations.
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Part A: Q.1 to Q.10 all questions are compulsory (10 X 2 Marks = 20 Marks)

State whether the following statements are true or false:

1. Marketing means "selling" or "advertising."
2. Marketing plays an essential role in creating customer satisfaction.
3. It is estimated that marketing costs about 50 percent of each consumer's spending.
4. Marketing discourages the development and spread of new ideas, goods, and services.
5. Marketing activities should be of no interest to a nonprofit organization.
6. Marketing does not occur unless two or more parties are willing to exchange something for something else.
7. Macro-marketing emphasizes how the whole system works rather than the activities of individual organizations.
8. "Economies of scale" means that as a company produces larger numbers of a particular product, the costs for each of these products go down.
9. The "universal functions of marketing" consist only of buying, selling, transporting, and storing.
10. Marketing functions are performed by producers, consumers, and a variety of marketing specialists.

Part B: Q.11 to Q.15 attempt any four questions (4 X 5 Marks = 20 Marks)

11. Discuss the uses of Marketing Research.
12. What is the Brand Equity Model. Discuss with suitable Example.
13. What is Pricing. Justify your answer with suitable Quantitative Model.
14. What are the factors which influence the Consumer Behavior in the purchase of a product.
15. What is meant by buying Decision Process.

Part C: Q.16 to Q.19 attempt any three questions (3 X 10 Marks = 30 Marks)

16. Define Marketing and discuss its significance in the Modern World with respect to 4P's of marketing.
17. Enumerate the stages of Product Life Cycle. Explain it with a suitable example of your choice.
18. What is meant by Segmentation Targeting and Positioning (STP) in Marketing? Please Gave a Suitable Example.
19. Define Marketing Environment and How we utilize same for building a strategy for our Product.