

2006

Full Marks - 70

Time - As in programme

The questions are of equal value.

Answer ALL questions

1. Define marketing and discuss how the nature and scope of marketing is changing in 21st century? Give suitable examples from Indian context.

OR

Define marketing environment and identify various elements of marketing environment. Discuss the importance of understanding marketing environment for designing marketing strategy.

2. What is segmentation? Why marketers are interested in segmenting the market? Discuss the process of segmenting the market for financial investors in India.

OR

Define MIS and identify its elements. Critically evaluate MIS model suggested by Kotler and suggest its applicability in decisions making.

3

3. Define a product and classify them in the context of marketing. Discuss the new product development process briefly.

OR

Discuss the following briefly

- (a) Product mix.
 - (b) Branding decisions
 - (c) Packaging strategies.
4. Define promotion and what are its tools ? Discuss promotion as a critical factor for marketing success.

OR

Good distribution system is quite important for success of a business. Discuss the roles and important functions of the intermedia ries distribution system.

5. Why services has assumed importance in modern marketing ? Discuss the 7Ps framework in service marketing context.

OR

How rural marketing is different from urban marketing ? What is the importance of rural marketing in present time ? Discuss the marketing strategy of an FMCG company or rural marketing.

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Why is international business not a bed of roses? What are the competitive advantages of international business?

OR

How WTO is different from GATT? What are the basic limitations of World Trade Organisation?

2. What is political risk? What are its major components?

OR

What are the aspects that an international marketer should consider analyzing the trade, monetary and economic environment?

3. Describe the features of Indian EXIM policy. Discuss its effectiveness by giving suitable examples.

OR

2nd class
2005
[Co]
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of Commerce
Prof. Dr. P. S. Rao

What are the factors that make it feasible to offer a standardized product ? Offer your comment for product adaption.

4. How does international marketing planning differ from domestic marketing planning ? Why is control difficult in international marketing ?

OR

What are various factors that affect the promotion decision in world markets ? Which advertising strategy should an international company follow ?

5. Which factors can influence market selection in international marketing ? How should a company modify its marketing factors ?

OR

What do you understand by overseas market researches ? Discuss the role of overseas market research in determining international marketing policies ? What is the need and importance of market research for export business ?

PGD (DDCE) MM-IV-IM

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[Co]

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Answer ALL questions:

1. What is marketing and what are its objectives? Discuss important functions of marketing.

OR

What is a developing economy and what is importance of marketing in a developing economy like India ?

2. What is Marketing planning and what is the importance of market segmentation in marketing planning ?

OR

What is marketing organisation and what is importance of this ? With suitable examples discuss types of marketing organisation ?

3. What is consumer behaviours and why is it studied in marketing ? Discuss with suitable examples.

[Cont

OR

What do you mean by marketing environment and what are its different elements ? Give a present scenario of Indian Marketing environment.

4. Conceptualise the term "Product". Discuss different types of products with suitable examples.

OR

What are the importance product strategies adopted in the Indian marketing environment ? Discuss significance of each.

5. What is the significance of pricing in marketing ? Discuss briefly different methods of pricing.

OR

What is promotion and what is its importance ? Give the significance of different tools of promotion in the Indian markets.

[2]

Briefly discuss the following design in context of MR problems.

- (a) Preliminary design
 - (b) Dignostic design
 - (c) Conclusive design.
3. What is a scale ? Identify various scales used in measurement problems. How to construct a good scale to measure attitudinal data ?

OR

What is a an questionanire ? How to design a questionnaire ? What precautions the researcher should take in designing a questiannaire ? Give an example of a sample questiannaire.

4. What is sampling ? How sampls are selected. Discuss the importance of sampling in primary research.

OR

What is data ? How is it important in research ? Discuss the following stages in data preparation and description for analysis.

- (a) Editing (b) Coding and

I-P

[3]

(c) Data Presentation.

Differentiate between univariable and multivariate data analysis. Give a brief sketch of multivariate techniques of data analysis with their relative merits and limitations.

OR

- (a) What is χ^2 test ? Discuss it as a test of goodness of fit.
- (b) From the following information, can it be inferred that shops run by women are relatively more in villages than in towns ? Test your results at 5% levels of significance.

Shops

	in towns	in village	Total
Run by man	17	18	35
Run by women	3	12	15
Total	20	30	50

I-PGD (DDCE) - MM - II (MR)