

CENTRE FOR DISTANCE AND ONLINE EDUCATION

Aligarh Muslim University, Aligarh

Session: 2020-21

Post Graduate Diploma in Marketing Management

MARKETING MANAGEMENT

(MM-01)

Total Marks: 25

a) Attempt any two questions.

1. Discuss the concept of Product Life Cycle.
2. What do you mean by Marketing Environment? Also explain the Micro and Macro Marketing Environment.
3. What is Consumer Behavior? Explain the Determinations of Consumer Behavior.
4. What do you mean by Market Segmentation?

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SERVICES MARKETING

(MM-02)

Total Marks: 25

a) Attempt any two questions.

1. Explain the 7Ps concept of service in Marketing Mix.
2. Explain the Porter's Value Chain Analysis.
3. What are the different elements of Service Recovery System?
4. Explain the significance of service marketing in Financial Sector.

ASSIGNMENT

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INDUSTRIAL MARKETING

(MM-03)

Total Marks: 25

a) Attempt any two questions.

1. What are the different steps of New Product Development.
2. What is the difference between Consumers Marketing and Industrial Marketing?
3. What is Marketing Research? Explain the importance of marketing research in Industrial Marketing.
4. Elaborate the different distribution channel in Industrial Marketing.

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ADVERTISING AND SALES MANAGEMENT

(MM-04)

Total Marks: 25

a) Attempt any two questions.

1. What is advertising? Describe the basic concept and role of Advertising.
2. Discuss the different tools of Integrated Marketing Communication.
3. What are the factors affecting Media Selection and Media Planning?
4. Explain the process of measuring Advertising Effectiveness.

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INTERNATIONAL MARKETING

(MM-05)

Total Marks: 25

a) Attempt any two questions.

1. What do you mean by International Marketing?
2. Explain the promotion tools in International Marketing.
3. Define the different types of Pre-shipment Finance.
4. Discuss the pricing methods used in International Marketing.

ASSIGNMENT