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J-3202[S-1058]

[2037]

PGDATHM (Semester - 2nd)

STRATEGIC PLANNING AND MARKETING MANAGEMENT

(PGDATHM-207)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section-A

Q1)

[15 × 2 = 30]

- a) Write short notes on PR tools.
- b) Describe the significance of advertising as an element of marketing mix.
- c) Distinguish between advertising and publicity.
- d) Write a note on patterns of segmentation.
- e) Understanding the consumer post purchase evaluation process is important to marketers, why?
- f) Distinguish product from brand?
- g) Explain product classification.
- h) Discuss the aims and objectives of an Advertisement.
- i) Evaluate the influence of culture on consumer behaviour.
- j) What are the advantages and disadvantages of PR?
- k) Distinguish between concept testing and test marketing.
- l) Define idea screening.
- m) Write a brief note on new product and classification.
- n) What are the advantages and disadvantages of branding to a marketer?
- o) What are the various attributes of branding?

Section-B

[9 × 5 = 45]

Q2) Write a note on Strategies of Branding.

P.T.O.

- Q3)** Explain the steps involved in the consumer decision making process. Do all consumer decisions involve these steps? Illustrate.
- Q4)** Discuss the stages in new product development.
- Q5)** Write a detailed note on ‘a good advertisement copy’.
- Q6)** What do you understand by advertising coverage? Discuss its various types.
- Q7)** Firms make products, consumers buy brands. In the light of the above statement explain the importance and relevance of branding in the current Indian market scenario. Support your responses with two appropriate examples.
- Q8)** “Advertising sells the product”- Do you agree with this statement? In the light of this statement explain the functions performed by advertising.
- Q9)** Explain briefly the meaning and scope of product decisions? What are the various product decisions?
- Q10)** Define product differentiation and discuss its variables with examples.
- Q11)** Write a detailed note on PR in Tourism.
- Q12)** Define Market Segmentation. What variables would you use in segmenting the market?
- Q13)** Describe briefly the scope and functions of public relations.

