

**PG Diploma Sem.-2 Examination****Paper-3****Marketing Management****January-2025****[Max. Marks : 70****Time : 2-30 Hours]**

<b>Q-1</b>	Explain what is Branding? What does branding do for your Product and Company?	<b>14</b>
<b>Q-2</b>	A) How can you work-out the marketing mix with the right combination of the Ps to launch the right product / service in the right place, at the right time, and at the right price?  OR  B)The social stimuli that influence consumers in B2C markets, explain in detail the characteristics such as cultures, subcultures, social classes, and reference groups,	<b>14</b>
<b>Q-3</b>	A)Explain the various modes of entry into international market? Elaborate each with the commitments of risks.  OR  How do marketers break the entire market into segments, and then plan strategies to target their potential customers and take distinctive position for their products?	<b>14</b>
<b>Q-4</b>	(A) What are the controllable internal factors in Marketing environment that you should take care for your business?  OR  What are the various pricing that can be implemented for products in the market? Give examples in each.	<b>14</b>
<b>Q-5</b>	Explain the concept of 'Product Life Cycle'. What strategies are to be used at each stage of PLC?	<b>14</b>