

PGDBM DEGREE EXAMINATION MAY 2026

(First Semester)

Branch – DIPLOMA IN BUSINESS MANAGEMENT

CONTEMPORARY MARKETING PRACTICES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	The approach that stresses aggressive promotion is: a) Marketing b) Selling c) Production d) Product	K1	CO1
2	Marketing Information System (MIS) helps to: a) Store employee data b) Increase production speed c) Make informed marketing decisions d) Reduce legal liability	K2	CO1
3	Lifestyle segmentation divides consumers based on _____. a) Income only b) Age only c) Activities, interests, opinions d) Geographic region	K1	CO2
4	Market challengers aim to _____. a) Follow market leader b) Ignore market trends c) Serve niche segments only d) Attack competitors to gain market share	K2	CO2
5	New Product Development process begins with _____. a) Product launch b) Idea generation c) Market testing d) Commercialization	K1	CO3
6	Pricing decisions depend on _____. a) Cost, competition, value, demand b) Ads, cost, tax, rules c) Competitors, employees, profit d) Packaging, brand, sales	K2	CO3
7	Traditional village structures support marketing through _____. a) Online platforms and digital networks b) Government offices and local authorities c) Urban retail outlets and wholesalers d) Community leaders and local networks	K1	CO4
8	Channel management decisions include _____. a) Planning sales promotion events b) Designing advertisement campaigns c) Selecting, motivating, and evaluating intermediaries d) Managing PR campaigns with media	K2	CO4
9	“Bharat-Centric” marketing primarily focuses on _____. a) Global consumer preferences b) Urban Indian markets only c) Rural and semi-urban Indian markets d) Western marketing techniques	K1	CO5
10	Principles of Dharma in marketing suggest _____. a) Focusing solely on profits at any cost b) Ethical and responsible marketing practices c) Ignoring customer needs d) Aggressive competitive strategies	K2	CO5

Cont...

SECTION - B (35 Marks)
 Answer **ALL** questions
 ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Define marketing. State the importance of marketing in today's business world.	K2	CO1
	(OR)		
11.b.	Write short notes on the role of marketing research.		
12.a.	Differentiate between market leader and market challenger strategies.	K2	CO2
	(OR)		
12.b.	Summarize the elements of the marketing mix.		
13.a.	What is Branding? State its advantages for consumers and firms.	K3	CO3
	(OR)		
13.b.	Identify how Packaging and Labeling influence consumer buying behavior.		
14.a.	Define Promotion Mix. Explain the significance of word-of-mouth marketing in consumer decision-making.	K4	CO4
	(OR)		
14.b.	Explain the significance of direct marketing in today's digital era.		
15.a.	Explicit how Green Marketing supports sustainable business growth.	K6	CO5
	(OR)		
15.b.	Examine how Content Marketing is different from Social Media Marketing.		

SECTION - C (30 Marks)
 Answer **ANY THREE** questions
 ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Describe the components of the micro and macro environment of marketing with suitable examples.	K2	CO1
17	Explain the STP approach in detail with an example of a well-known brand.	K3	CO2
18	Elaborate on the New Product Development process with suitable examples.	K3	CO3
19	Analyze how channel management decisions help firms to resolve conflicts and maintain efficiency.	K4	CO4
20	Compare and contrast traditional storytelling with modern digital storytelling in branding.	K6	CO5

Z-Z-Z

END