

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-101

M. M. M. (Semester - I) Examination - 2010

PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

-
-
- Q.1)** Define Management. Explain in detail about Management thoughts given by F. W. Taylor and Henry Fayol.
 - Q.2)** What is Motivation ? Explain and compare the Motivation Theories given by Abraham Maslow and Fedrick Herzberg.
 - Q.3)** Explain in detail about functions of Management related to Planning and Organising.
 - Q.4)** Define Personality. Explain the determinants of Personality.
 - Q.5)** Define Leadership. Explain the importance of Leadership and Qualities of an Effective Leader.
 - Q.6)** What is Controlling ? Explain the types and techniques of Controlling.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) X and Y Theory
 - (b) Group Dynamics
 - (c) Quality Circle
 - (d) Perception

[3778]-101/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-102

M. M. M. (Semester - I) Examination - 2010

PRINCIPLES OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Answer **any five** questions.*

(2) All questions carry equal marks.

Q.1) “The scope of marketing can be understood by studying various approaches to marketing.” Explain this statement considering various approaches to Marketing.

Q.2) What do you mean by the term Market Segmentation ? How the Market Segmentation is done for consumer goods ? Imagine Market Segmentation for the following products :

- (a) Footware
- (b) Newspapers and Magazines
- (c) Television Sets

Q.3) Describe steps in the introduction of new product in the market with a special emphasis on ‘Test Marketing’.

Q.4) What do you mean by Pricing ? What are the internal and external factors influencing the Pricing Decision ?

Q.5) Define Physical Distribution. Explain briefly the nature and importance of Physical Distribution.

Q.6) What do you mean by Marketing Control ? Explain Marketing Control Process. What are the obstacles in Marketing Control ?

Q.7) Write notes : (**Any Two**)

- (a) Core Concepts of Marketing
 - (b) New Trends in Packaging of Consumer Goods
 - (c) Marketing Ethics
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

[3778]-103

M. M. M. (Semester - I) Examination - 2010

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt *any three* questions from section - I and *two* from section - II.
- (2) All questions carry equal marks.
- (3) Use of simple calculator is allowed.

SECTION - I

- Q.1)** Explain various stages involved in the purchase of material till its consumption for production. Give necessary format of documents, which are prepared in the process.
- Q.2)** Explain importance of Cost Accounting as a Managerial Tool and distinguish between Cost Accounting and Financial Accounting.
- Q.3)** What do you mean by Overhead ? Explain any two methods of Allocation and Apportionment of Overheads.
- Q.4)** Explain the following terms :
- (a) Cost Centre
 - (b) ABC Analysis
 - (c) Types of Budgets

SECTION - II

- Q.5)** A Cost structure of a Company is expressed by the following equation :
- $$T = \text{Rs. } 30,000 + 0.70X$$
- where
- T = Total Cost
- X = Sales Value

Calculate :

- (a) Break-even Point Sales in Rupees
- (b) Profit on the present sales of 1,200 units @ Rs. 100 per unit
- (c) Margin of Safety in :
 - (i) Rupee Value
 - (ii) Units
 - (iii) As a Percentage of Sales

Q.6) Prepare Flexible Budget for Overheads on the basis of data given below. Calculate Overhead Rates at 50%, 60% and 70% Capacity.

At 60% Capacity

Variable Overheads :

Indirect Material	6,000
Indirect Labour	18,000

Semi-variable Overheads :

Electricity (40% fixed, 60% variable)	30,000
Repairs (80% fixed, 20% variable)	3,000

Fixed Overheads :

Depreciation	16,500
Insurance	4,500
Salaries	15,000

Total Overheads	<u>93,000</u>
-----------------	---------------

Estimated Direct Labour Hours	1,86,000
-------------------------------	----------

Q.7) Calculate Sales Variances from the following information :

Product	Standard			Actual		
	Qty.	Sales Price (Rs.)	Total (Rs.)	Qty.	Sales Price (Rs.)	Total (Rs.)
A	500	5	2,500	500	5.40	2,700
B	400	6	2,400	600	5.50	3,300
C	300	7	2,100	400	7.50	3,000
Total	1,200		7,000	1,500		9,000

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-104

M. M. M. (Semester - I) Examination - 2010

MANAGERIAL ECONOMICS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw suitable diagram wherever necessary.*
-

Q.1) Define Managerial Economics. Describe its scope and practical significance.

Q.2) What are the merits and demerits of Joint Stock Company ?

Q.3) Explain any two methods of Demand Forecasting for the Established Product.

Q.4) State and explain the Law of Diminishing Marginal Returns.

Q.5) Compare Perfect Competition with Monopoly. Which Market Category is close to reality ? Why ?

Q.6) (A) What is Price Leadership ?

(B) Explain Break-even Analysis.

Q.7) Write notes : **(Any Two)**

- (a) Sale Maximisation as the Objective of Firm
 - (b) Need for Government Intervention
 - (c) Support Price
 - (d) Economic Cost
-

[3778]-104/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3778]-105

M. M. M. (Semester - I) Examination - 2010

RESEARCH METHODOLOGY

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Question Nos. 1 and 6 are compulsory.
- (2) Attempt **any three** from the remaining.
- (3) Figures to the right indicate full marks.

Q.1) (A) Define Research and examine the characteristics of Social Research. **[10]**

(B) Tabulate the following data taking 100-110, 110-120.... as the classes : **[05]**

138	164	115	150	120	102	140	150
115	125	140	147	125	142	115	103
142	155	115	125	163	119	135	111
125	107	145	165	125	130	142	135
160	119	109	110	146	166	116	136

(C) Draw histogram for the above data. **[05]**

Q.2) Differentiate between Primary and Secondary Data. Discuss various Tools for Primary Data Collection. **[10]**

Q.3) Explain Experimental Research Method. Elaborate on its advantages and disadvantages. **[10]**

Q.4) Discuss different Scaling Techniques used in Social Research. **[10]**

Q.5) What is a Hypothesis ? Explain qualities of a good Hypothesis. [10]

Q.6) Write short notes : (Any Four) [5 4=20]

- (a) Research Report
 - (b) Snowball Sampling
 - (c) Measurement of a Variable
 - (d) Interview Process
 - (e) Defining Research Program
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-106

M. M. M. (Semester - I) Examination - 2010

CONSUMER BEHAVIOUR

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Attempt any five questions.

(2) All questions carry equal marks.

Q.1) Define Consumer Behaviour and explain its importance in the field of Marketing.

Q.2) What is Consumer Modeling ? Discuss VALS 2 Stadford Model in detail.

Q.3) Explain stages in Family Life Cycle and its implications on Marketing.

Q.4) How does Self-concept affect Consumer Buying Patterns ?

Q.5) What do you mean by Diffusion of Innovation ? Explain briefly the Process of Diffusion of Innovation.

Q.6) Explain Concept of Customer Satisfaction. How is it measured ?

Q.7) Write short notes : **(Any Two)**

(a) Post Purchase Behaviour

(b) Celebrity Endorsements

(c) Consumer Value

[3778]-106/1

Total No. of Questions : 4]

[Total No. of Printed Pages : 2

[3778]-11

M. M. M. (Semester - I) Examination - 2010

PRINCIPLES AND PRACTICES OF MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) All questions are compulsory.
- (2) Marks are indicated in bracket against each question.

Q.1) Explain various stages in the Development of Management thought from antiquity to Industrial Revolution. **[20]**

OR

Q.1) Define Management. Discuss Henry Fayol's contribution to the Field of Management. **[20]**

Q.2) State various Theories of Motivation. Explain any one Theory of Motivation. **[15]**

OR

Q.2) Explain Management Process in detail. **[15]**

Q.3) Explain Concept of following terms : **[15]**

- (a) Perception
- (b) The Self-concept
- (c) Self-esteem

OR

Q.3) "Leadership is an important aspect in Managing any Organisation". In the light of above statement explain various leadership traits. **[15]**

Q.4) Write short notes : (Any Four)

[20]

- (a) Corporate Social Responsibility (CSR)
 - (b) Quality Circle
 - (c) Group Dynamics
 - (d) TQM
 - (e) Knowledge Workers
 - (f) Concept of Top Management
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-12

M. M. M. (Semester - I) Examination - 2010

PRINCIPLES OF MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Answer **any five** questions.*

(2) All questions carry equal marks.

Q.1) Define Marketing. Briefly explain functions of Marketing.

Q.2) “Marketing Managers have to constantly take and revise their marketing decisions considering changes in the Internal and External Marketing Environmental Forces.” Comment. Explain various types of Environmental Forces influencing Marketing Decisions.

Q.3) Describe Marketing Planning Process. What are the components or elements of Marketing Planning ?

Q.4) “The term Marketing Mix basically includes consideration of 4 Ps. However, due to constant changes in Marketing Environment, few more Ps are added to the concept.” Explain this statement considering the nature and importance of various elements of Marketing Mix.

Q.5) Define Advertising. Discuss comparative merits and demerits of various Medias of Advertising.

Q.6) What do you mean by Marketing Control ? Explain nature, scope and importance of Marketing Audit.

Q.7) Write notes : (Any Two)

- (a) Marketing Process
 - (b) Direct Marketing and Online Marketing
 - (c) Marketing Ethics
-

Total No. of Questions : 9]

[Total No. of Printed Pages : 3

[3778]-13

M. M. M. (Semester - I) Examination - 2010

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Question No. 1 is compulsory.*
 - (2) *Attempt **any two** questions from section - I and attempt **any two** questions out of section - II.*
 - (3) *Figures to the right indicate full marks.*
-

Q.1) Distinguish between Fixed Overheads and Variable Overheads. **[10]**

SECTION - I

Q.2) Define 'Cost Accounting'. Explain in detail the difference between Cost Accounting and Financial Accounting. **[15]**

Q.3) Describe in detail the Purchase Procedure of Materials. **[15]**

Q.4) How are the Services Department's Costs distributed to Production Departments ? **[15]**

Q.5) Write short notes : **(Any Three)** **[15]**

- (a) Cash Budget
- (b) Cost Centre and Cost Unit
- (c) Transfer Pricing
- (d) Under-absorption of Overheads
- (e) Limitations of Marginal Costing

SECTION - II

- Q.6)** The following extracts of Costing Information relate to commodity 'X' for the year ending 31-3-2010 : **[15]**

	Rs.
Purchase of Raw Materials	6,000
Direct Wages	5,000
Factory Rent, Rates and Insurance	2,000
Carriage Inwards	100
Stock on 1-4-2009 :	
Raw Materials	1,000
Finished Products - 200 tonnes	800
Stock on 31-3-2010 :	
Raw Materials	1,100
Finished Products - 400 tonnes	?
Cost of Factory Supervision	400
Sale of Finished Products	15,000

Advertising and Selling Cost is 40 paise per tonne sold. 3,000 tonnes of the commodity was sold during the year. Prepare a Cost Sheet.

- Q.7)** The trading results of a company for two periods are as under :

Period	Sales in Rs.	Profit in Rs.
1	1,30,000	6,000
2	1,50,000	10,000

Calculate :

- (a) P/V. Ratio
- (b) Fixed Cost
- (c) Sales required to earn a profit of Rs. 15,000
- (d) Profit when Sales are Rs. 1,10,000
- (e) Break-even Sales

[15]

Q.8) The following particulars have been extracted in respect of a material. Prepare Stores Ledger Account showing the receipts and issues, pricing the materials issued on the basis of :

(a) Simple Average

(b) Weighted Average

[15]

2010	Quantity	Kg.	Rate per Kg. (Rs.)
January 2	Received	2,000	10
January 6	Received	300	12
January 9	Issued	1,200	...
January 10	Received	200	14
January 11	Issued	1,000	...
January 22	Received	300	11
January 31	Issued	200	...

Q.9) From the following particulars calculate the following Materials Variances : [15]

(a) Material Cost Variance

(b) Material Usage Variance

(c) Material Price Variance

Material	Standard		Actual	
	Qty.	Price	Qty.	Price
A	Kg. 10	Rs. 8	Kg. 10	Rs. 7
B	Kg. 8	Rs. 6	Kg. 9	Rs. 7
C	Kg. 4	Rs. 12	Kg. 5	Rs. 11

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-14

M. M. M. (Semester - I) Examination - 2010

MANAGERIAL ECONOMICS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.
- (3) Draw neat diagrams wherever necessary.

Q.1) Define 'Managerial Economics'. Which economic tools have practical significance ? Explain with suitable examples.

Q.2) What is Demand Forecasting ? Explain any two methods of Demand Forecasting for established products.

Q.3) Which Cost Concepts are relevant for the Producers ? Explain Determinants of Costs.

Q.4) Explain features of Monopoly and Oligopoly. Which Market Category is close to reality ? Why ?

Q.5) What is Cost-Benefit Analysis ? Describe steps involved in it and also justify its use.

Q.6) (A) Explain Backward Bending Supply Curve of Labour.

(B) Why Consumer's Interest should be protected ?

Q.7) Write short notes : **(Any Two)**

- (a) Types of Price Elasticity of Demands
- (b) Break-even Analysis
- (c) Disinvestment
- (d) Economics Liberalisation

[3778]-14/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3778]-15

M. M. M. (Semester - I) Examination - 2010

RESEARCH METHODOLOGY

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Answer **any five** questions.

(2) All questions carry equal marks.

Q.1) What is Research ? Explain various types of Research with suitable examples.

Q.2) Explain :

(a) Qualities of Workable Hypothesis

(b) Research Design

Q.3) What are the characteristics of good 'Sample' ? Discuss different types of Sampling Techniques used for Social Research.

Q.4) What is Primary Data and Secondary Data ? Which sources are available for the Researcher to collect Primary and Secondary Data ?

Q.5) The weights in grams of 50 Mangoes picked up at random from consigned are as follows :

100	109	128	115	107	115	111	92	86	70
110	80	107	111	141	136	123	90	186	82
119	93	187	139	129	130	68	195	123	125
78	90	115	110	98	106	99	107	84	76
126	131	113	82	75	204	81	84	118	104

(a) Prepare Frequency Distribution Table for above data; taking classes as 60-80, 80-100, 100-120,....

(b) Draw Histogram for above data.

[3778]-15

1

P.T.O.

Q.6) Write short notes : **(Any Two)**

- (a) Scaling Techniques
 - (b) Report Writing
 - (c) Use of Computers in Research
 - (d) Graphical Methods of Data Representation
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-16

M. M. M. (Semester - I) Examination - 2010

CONSUMER BEHAVIOUR

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer *any five* questions.
- (2) All questions carry equal marks.

-
-
- Q.1)** What is meant by 'Consumer Behaviour' ? Explain inter-relationship between Marketing Strategy and Consumer Behaviour.
- Q.2)** Explain the Psychological and Social factors influencing Consumer Behaviour.
- Q.3)** Define Attitude and discuss its components. How is consumer involvement with purchase decision related to the type of product he/she is purchasing ?
- Q.4)** How could Maslow's Motive Hierarchy be used to develop Marketing Strategy ? Discuss with relevant examples.
- Q.5)** What is Consumer Satisfaction ? Explain the determinants of Consumer Satisfaction.
- Q.6)** Explain the Consumer Decision-making Process with the help of any one Consumer Decision-making Model.
- Q.7)** Write short notes : **(Any Two)**
- (a) Consumer Delight
 - (b) Consumer Objections
 - (c) Effect of Personality and Self-concept on Consumer Behaviour

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3778]-201

M. M. M. (Semester - II) Examination - 2010

SERVICES MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Q. Nos. 5 and 6 are compulsory.*
 - (2) Attempt **any two** questions from Q. Nos. 1 to 4.*
 - (3) Marks are indicated on right side of paper.*
-

Q.1) Describe four characteristics of Services which distinguish Marketing of Services from Marketing of Physical Products. Justify your answer with suitable examples. **[15]**

Q.2) Explain challenges faced by Service Industry in Distribution of Services. **[15]**

Q.3) Assume you are marketing a tourist resort. Briefly describe role you would assign to advertising, personal selling and generating positive word of mouth in your campaign. **[15]**

Q.4) Draw service blue print of **any one** of the following services you are conversant with :

- (a) Service Delivery at a Fast Food Restaurant
- (b) Service Delivery of a Courier Service **[15]**

Q.5) Write short notes : (Any Four) [20]

- (a) Price as an Indicator of Service Quality
- (b) Customer Delight
- (c) Internet Marketing
- (d) Role of Employee Training in Service Delivery
- (e) Service Positioning Strategies

Q.6) Case Study : [20]

Now a days 'Customer Complaint Management' and 'Service Recovery' (it is concerned with the process of addressing service failures) are becoming vital issues for decision makers in Service Industries, such as Travel Industry. It is actually due to increasing importance of satisfaction and loyalty, which are the main pillars for gaining competitive advantages. All Air (AA) is a leader in domestic aviation having almost half a century's experience of transporting passengers, cargo and mails. But in the past few years, new players have entered this Industry causing continuous reduction in profits at an alarming rate. Hence AA conducted a survey to find out problem areas. Following were the findings of the survey :

- Quality of Service (41%)
- Disruption of Flights (14%)
- Baggage Handling (11%)
- Ticketing Matters (12%)
- Reservations (5%)
- Frequent Flyer Programs (2%)
- Safety Issues (3%)
- Other (10%)

Questions :

- (a) Suggest some service recovery strategies to take care of the problem areas as found in survey.
- (b) Suggest some structural practices within the organisation that may be employed by AA to improve service recovery effectiveness.

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-202

M. M. M. (Semester - II) Examination - 2010

RETAIL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) Every question carries **14 marks**.*

-
-
- Q.1)** Discussing importance of Retailing, give suitable definition of Retailing. Has the Indian Retail scenario changed with globalisation ?
- Q.2)** Discuss factors which affect Buying Behaviour of Retail Shoppers.
- Q.3)** “Right location is most important decision for establishing retail outlet.” Explain steps that must be followed for Retail Site Selection.
- Q.4)** Illustrate various types of Store-layouts. Suggest appropriate Store-layout for a Supermarket.
- Q.5)** Design Communication Mix for a Rural Co-operative Retail Chain like ‘Warnanagar’.
- Q.6)** Explain strategies adopted by Big Bazar in its Retail Operations.
- Q.7)** Write short notes : **(Any Two)**
- (a) Career in Retailing
 - (b) Consumer Buying Behaviour in Retail
 - (c) Bar Coding
-

[3778]-202/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-203

M. M. M. (Semester - II) Examination - 2010
SALES MANAGEMENT AND PERSONAL SELLING
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Question No. 1 is compulsory.*
 - (2) *Attempt **any four** questions out of the remaining.*
 - (3) *All questions carry equal marks.*
-
-

- Q.1)** “Sales people have to think in a structured manner and plan their activities in a systematic manner and act accordingly.” Give your opinion. Also discuss various stages in Sales Planning.
- Q.2)** Explain difference in Developing Salesforce for Consumer Goods and Industrial Goods, with the help of suitable examples.
- Q.3)** “Good Negotiation Skills are a must for every salesman.” Do you agree ? What other qualities are expected in the effective salesman ? Justify your answer with suitable examples.
- Q.4)** Define Sales Management and its objectives. Also explain role of Sales Research in Sales Management.
- Q.5)** “Motivated Salesforce brings more revenue and profitability to the Organisation.” Comment. Also discuss various Motivational Techniques used for ‘Insurance Advisors’.
- Q.6)** Explain meaning and definition of Salesmanship. Discuss its significance to the Producers and Manufacturers, Society and Salesman.

Q.7) Write short notes : (Any Two)

- (a) Types of Sales Calls
 - (b) Role of Relationship Marketing
 - (c) Sales Meetings
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-204

M. M. M. (Semester - II) Examination - 2010

DISTRIBUTION MANAGEMENT AND LOGISTICS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.*
- (2) All questions carry equal marks.*

-
-
- Q.1)** Explain role and significance of the 'Wholesaler'. What are the different types of Wholesalers ? Explain with relevant examples.
- Q.2)** What are the steps to be taken to decide Distribution Strategy ?
- Q.3)** "To-day, various unconventional channel formats are becoming popular and new channels are evolving." Discuss with relevant examples.
- Q.4)** Explain term 'Supply Chain Management'. Explain its components and discuss interdependencies in Supply Chain.
- Q.5)** What do you understand by 'Channel Conflict' ? Explain the techniques that can be used to resolve Channel Conflicts.
- Q.6)** Define and explain the meaning of 'Physical Distribution'. Describe the participants involved in Physical Distribution Process.
- Q.7)** Write short notes : **(Any Two)**
- (a) International Marketing Channels
 - (b) Order Processing
 - (c) Warehousing
 - (d) Inventory Management

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-205

M. M. M. (Semester - II) Examination - 2010

MARKET RESEARCH

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.*
- (2) All questions carry equal marks.*

-
-
- Q.1)** “Market Research is a tool available in the hands of marketers for solving specific marketing problems.” Discuss.
- Q.2)** Explain various methods of Primary Data Collection. Also discuss their merits and demerits.
- Q.3)** Design a questionnaire for a company to find out customer’s feedback about their newly launched, ‘ready to eat snacks’ called as - ‘Hippo’.
- Q.4)** Develop a detailed Market Research Project to study acceptability of new Unit Linked Insurance Plan of a Financial Institution. Make necessary assumptions.
- Q.5)** Elaborate on :
- (a) National Readership Survey
 - (b) Retail Store Audit
- Q.6)** Explain various methods of Probability Sampling.
- Q.7)** Write short notes : **(Any Two)**
- (a) Limitations of Market Research
 - (b) Research in Advertising
 - (c) Report Writing

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-206

M. M. M. (Semester - II) Examination - 2010

RELATIONSHIP MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Question No. 1 is compulsory.*
- (2) Attempt **any four** from Q. Nos. 2 to 7.*
- (3) All questions carry equal marks.*
- (4) Logical reasoning to justify your answers and relevant examples will carry more marks.*

Q.1) Define Customer Satisfaction. How do you measure customer satisfaction of a Commercial Bank ? Illustrate your answer.

Q.2) Explain how IT would help in Building Relationship with the Customers ?

Q.3) What do you understand by 'Classification of Customers into different profit tiers' ? Explain with examples.

Q.4) "There are two parts of Relationship Marketing - Service Marketing and Industrial Marketing." Discuss.

Q.5) Explain how would you manage and deliver on customer expectations of the Tourists Center ?

Q.6) Narrate importance of Customer Database in Relationship Marketing.

Q.7) Write short notes : **(Any Two)**

- (a) Relationship Marketing in Mass Markets
- (b) On-line Marketing
- (c) Casual Marketing Database

[3778]-206/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3778]-21

M. M. M. (Semester - II) Examination - 2010

SERVICES MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Question Nos. 5 and 6 are compulsory.*
- (2) Attempt **any two** questions from Q. Nos. 1 to 4.*
- (3) Marks are indicated to the right of each question.*

-
-
- Q.1)** Describe four characteristics of ‘Services’ which distinguish Marketing of ‘Services’ from Marketing of Physical Products. Justify your answer with suitable examples. **[15]**
- Q.2)** Explain with suitable examples the Concept of Blue Printing in Service Industry. **[15]**
- Q.3)** Suggest a Marketing Strategy for a Government run Museum. **[15]**
- Q.4)** Use example of a Hospital to show role played by Physical Evidence in Services. **[15]**
- Q.5)** Write short notes : **(Any Four)** **[20]**
- (a) Channels of Distribution/Delivery in Service Industry
 - (b) Contribution of Service Sector to the Economy
 - (c) Use of Internet in Marketing of Services
 - (d) Service Guarantee.
 - (e) Extended P’s of Services Marketing

Q.6) Case Study :

[20]

The bus service within the Municipal Corporation area was established in 1952 to help city people commute effectively. Since then, the population of the city has grown from a mere 3,00,000 to well over 30,00,000 with even a larger population living on the outskirts or in the surrounding villages. The growth in population has also resulted in the geographic spread of the city.

Problems of road computing are acute despite the transport company's better efforts. At least 20% of the buses are off the road on any given day due to maintenance problems. The average age of the buses and lack of available funds to replace older buses is a major problem. Shortage of spare parts and components is also an issue.

Due to unreliability and low frequency of bus services, commuters depend on personal modes of transport like two wheelers and cars. Traffic snarls and pollution, high number of vehicles are all worrying issues for the corporation.

Peak times are between 8 a.m. to 11 a.m. and 5 p.m. to 8 p.m. The bus service cannot cope with the peak demand. Despite inability to cope during peak hours, the average revenue earned is quite low. The transport is also overstaffed, buses are not clean, no fixed time table and staff is rude. If the service improves, commuters would like to use bus service.

If you are appointed General Manager of the Transport Service :

- (a) How would you help Transport Service to become a profitable venture ?
- (b) What are the services related issues you would focus on ?

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-22

M. M. M. (Semester - II) Examination - 2010

RETAIL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) Each question carries **14 marks**.*

Q.1) Define Retailing. Discuss importance of Retailing in Indian Economy.

Q.2) Explain in detail the factors that must be considered for the Site Selection of a Retail Store.

Q.3) CRM is important in Organised Retailing. How a small retailer can use CRM without use of Technology ?

Q.4) Define 'Merchandising'. Explain Merchandising Hierarchy with relevant examples.

Q.5) Discuss importance of Inventory Management in Retailing. Give suitable examples.

Q.6) Explain importance of Franchising in Indian Scenario. List advantages and disadvantages of Franchising.

Q.7) Write short notes : **(Any Two)**

- (a) Private Label Brands and Manufacturers Brands
- (b) Category Management
- (c) Role of IT in Retailing

[3778]-22/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-23

M. M. M. (Semester - II) Examination - 2010

SALES MANAGEMENT AND PERSONAL SELLING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Solve **any five** questions.*

(2) All questions carry equal marks.

-
- Q.1)** What is the relationship between Selling and Marketing ? What is the role and importance of Sales Management in today's Business World ?
- Q.2)** Why does the Sales Manager need to forecast Sales ? Also explain process and methods of Sales Forecasting.
- Q.3)** Why company's need to create a good Sales Organisation ? Explain various structures of Sales Organisation with suitable examples.
- Q.4)** Explain importance of Proper Selection and Recruitment of Sales Personnel for the Company and also write factors which influence selection and recruitment decisions.
- Q.5)** Write meaning, objectives and benefits of Training to Employees engaged in Sales Activities.
- Q.6)** Why is Compensation to Sales Personnel is a Short Term Motivator ? What are various Non-monetary Methods to motivate Sales Force ?
- Q.7)** Write short notes : **(Any Two)**
- (a) Value Added Selling
 - (b) Evaluating Sales Force Performance
 - (c) Effective Selling Techniques

[3778]-23/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-24

M. M. M. (Semester - II) Examination - 2010

DISTRIBUTION MANAGEMENT AND LOGISTICS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.

-
- Q.1)** Discuss types of the Retailers. What are the functions of Retailer ?
 - Q.2)** Explain concept, definition and objectives of Physical Distribution. List the participants in the Physical Distribution Process.
 - Q.3)** Explain role and importance of the 'Wholesaler'. State the different types of Wholesalers.
 - Q.4)** Describe the Marketing Channels for Consumer, Industrial Goods and Services with suitable examples.
 - Q.5)** What do you understand by 'Channel Conflicts' ? Explain the techniques that can be used to resolve Channel Conflicts.
 - Q.6)** Explain in detail 'Multi-Channel Marketing Systems' with suitable examples.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Channel for Distributing Greeting Cards
 - (b) Trends in Wholesaling
 - (c) Unconventional Channels
 - (d) Transportation Modes

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-25

M. M. M. (Semester - II) Examination - 2010

MARKET RESEARCH

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Define 'Market Research'. Discuss nature, scope and importance of Research.

Q.2) Discuss various Methods of Collecting 'Primary Data'.

Q.3) Elaborate following Sampling Techniques :

(a) Simple Random Sampling

(b) Judgement Sampling

Q.4) Design a questionnaire to evaluation impact of Television Advertisement on Creating Awareness for a new brand of Shaving Cream.

Q.5) Explain the following :

(a) Sources of Secondary Data

(b) Test Marketing

Q.6) Discuss different Scaling Techniques. Elaborate on following scales :

(a) Nominal Scale

(b) Likert Scale

Q.7) Write short notes : (Any Two)

- (a) Applied Research
 - (b) Telephonic Interview
 - (c) Research Report
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3778]-26

M. M. M. (Semester - II) Examination - 2010

RELATIONSHIP MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt **any four** questions.*
 - (2) All questions carry equal marks.*
 - (3) Use of suitable examples will be given due weightage.*
-

- Q.1)** How does Relationship Approach contribute to Distribution Function ?
Explain giving examples.
 - Q.2)** Describe various Levels of Customer's Profitability Analysis with the help of examples.
 - Q.3)** Discuss how Relationship Marketing is different from Traditional Marketing ?
Give examples.
 - Q.4)** Explain role of IT in building, maintaining and enhancing relationship with Customers.
 - Q.5)** "Use of Customer Database is very helpful in enhancing Relationship Marketing." Do you agree ? Justify.
 - Q.6)** Write short notes : **(Any Two)**
 - (a) Relationship Marketing and Marketing Strategy
 - (b) Mass Customisation
 - (c) Value of Complaints in Relationship Marketing
-

[3778]-26/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 4

[3778]-301

M. M. M. (Semester - III) Examination - 2010

INTERNATIONAL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Question No. 7 is compulsory.
 - (2) Attempt **any four** out of the remaining.
 - (3) All questions carry equal marks.
-
-

Q.1) What are the objectives of International Marketing ? What are its challenging aspects ?

Q.2) Explain Vernon's International Product Life Cycle ? Illustrate your answer graphically and with suitable examples.

Q.3) Explain various Pricing Strategies in International Marketing.

Q.4) Explain various Possible Distribution Channels in International Marketing.

Q.5) Explain various International Product Strategies with suitable examples.

Q.6) Write short notes : **(Any Two)**

- (a) Hofstede Dimensions of National Culture
- (b) Joint Venture as an Entry Strategy
- (c) Data Collection Problem in International Marketing Research
- (d) Country Risk Analysis

Q.7) Case Study :

Disney's Hong Kong Headache

"The launch of its new theme park got off to a rocky start, but Disneys' still got an appetite for the China Market." - Michael Schuman, Hong Kong, May 15th, 2008.

The Slogan of Disneyland is "The Happiest Place on Earth", but the experience of Mr. Lian Ning, an engineer who brought his family to

Disney's new theme park in Hong Kong from the southern Chinese city of Gaungzhou was far from satisfactory. He said that he came with a fairy-tale experience but here the park was not big and Disneyland was not different from other amusement parks in China. His seven years old daughter Yaqin was happy but her parents were not.

Hong Kong's Magic Kingdom was a \$ 1.8 billion theme park which was opened in September, 2006. The reason why Disney invested in China was that China was a potentially vast new market for Toys, DVDs and Movies. The Hong Kong Government motivated Disney to come to Hong Kong in the hope of getting good brand name as tourism destination.

The park was very small and could not match visitors' expectations. As for the attractions, they were only 16 in number compared to 52 at Disneyland Resort, Paris. There were other issues like bad Management which included ticketing and Human Resource Management.

A survey was conducted by Hong Kong Polytechnic University wherein 70% of the local residents polled said they had a more negative opinion of Disneyland since its opening. As per Prof. John AP, "Disney knows the theme park business, but when it comes to understanding Chinese guest, it's an entirely new ball game."

Mr. Jay Rasulo, Chairman of Walt Disney Parks and Resorts has a different story to tell : "I feel great about how Hong Kong Disneyland is doing". Disney's own surveys of Park Visitors show an 80% satisfaction rate, among the highest of any of the company's parks, says Rasulo : "People feel this is a great experience."

Doing marketing in America is a different ball game wherein the year 2006 Disney welcomed its 2 billionth visitor last week. Disney knows well that imposing a very American sensibility of foreign guests can be a difficult experience. "When Disneyland Paris opened in 1992, Disney famously banned wine from park restaurants, much to the Disney of European *bons vivants*."

Problem :

- (1) In Hong Kong, Disney tried to have a local flavour by having "Imaginers" installed main street's first Chinese eatery, along with Fantasy Gardens where Micky Mouse, local favourite Mulan and other Disney characters reside; so tourists can readily snap

pictures with them, a priority for many chinese visitors.” Ironically, Disney’s most high-profile stumble resulted from being too local. When executives decided to serve Shark-fin Soup, a Hong Kong favourite environmentalist howled and Disney ignominiously yanked it from the menu.”

- (2) Culturally the Lunar New Year Holiday beginning in January is a popular vacation time in China. Disney neglected to block off the entire week as ‘Special Days’ for which visitors required specific tickets. Tourists with valid tickets got turned away at the front of gates after the park quickly filled up, the jilted travelers screamed at park employees, while TV cameras filmed one family trying to pass a child over the fence. Henry Tang, the City’s Financial Secretary, voiced concern that this disarray “might affect image of Hong Kong’s Tourism Industry”. Bill Ernest, Hong Kong Disneyland’s Managing Director, says the company “had no idea; that demand would spike so sharply at that time and adds that Disney has since expanded number of ‘Special Days’ to improve crowd during holidays; “We don’t make the same mistake twice”.
- (3) Disney has also strained its relationship with chinese travel agencies which play a crucial role in funneling tourists into Park. Yu Limin, General Manager at China CYTS outbound travel service in Beijing, complains that Disney originally demanded several week’s notice when the agency wanted to reserve a guaranteed number of rooms, a nearly impossible deadline, he says, as Chinese Travelers often don’t finalise trips more than a few days in advance. Agents also say they make so little money organising Disneyland trips that they don’t have any incentives to market the Park. Disney has tried to improve its ties to travel agents by, for example, boosting the commission they earn on selling tickets and reducing the advance notice needed to secure hotel booking. “We’re listening to everything they have to say and adjusting where we can.” Says Josh D’Admaro, Hong Disneyland’s Vice President for Sales and Travel-trade Marketing. But Yu Says, Disney’s is “Still far from understanding the real market in China”. They started off doing business the American way. So they have encountered problems.

- (4) Some workers assigned to play parts of supposedly cherry characters like Mickey and Tiger have also complained. In April the Hong Kong Disneyland cast members union made public a litany of grips over poor pay, excessive work hours and most of all the sweltering conditions inside their costumes. Disney counters that the complaints are an ‘Inaccurate Representation’ of the work environment at the Park that staffers have been granted extra rest days beyond those mandated by their contracts, and that their costumes are no different to those worn at its hot Park in Florida.
- (5) The Park was not built on a grand scale because the Chinese don’t grow up with Disney and don’t know characters as well as Americans and Europeans do, which acts as a constraint on its potential audience. People call it a “great introductory Park”. Disney to reach its target of 5.6 million customers started aggressive promotion campaign like offering free tickets for 50,000 Hong Kong taxi drivers [and] share it with their passengers. Indeed, Disney continues to bet that its long-range investment plans in China will payoff, regardless of the recent headaches in Hong Kong. The firm is still in talks with Chinese Officials about opening a mainland theme park, possibly in Shanghai, says Rasulo, “Have we made some mistakes ?” He asks “Absolutely. We are in a brand-new market. We have to keep listening and keep learning.” Restoring Tinkerbell’s health only requires a round of applause, but Hong Kong Disneyland will need a bit more work.

Questions :

- (a) Why did Disney invest in Hong Kong ?
- (b) In your viewpoint what cultural inputs did Disney forget to take into consideration while deciding on the marketing Strategies ?
- (c) Prepare a strategic road map for Disney in Hong Kong.

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-302

M. M. M. (Semester - III) Examination - 2010

LAWS RELATING TO MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Answer **any five** questions.*

(2) Figures to the right indicate full marks.

-
-
- Q.1)** Define the term 'Contract' and state essential elements for a Valid Contract. **[14]**
- Q.2)** Define Contract of Sale and distinguish between Sale and Agreement to Sell. **[14]**
- Q.3)** Define the term Negotiable Instruments in brief and explain various types of Negotiable Instruments. **[14]**
- Q.4)** Explain provisions relating to Capacity of the Parties under Indian Contract Act. **[14]**
- Q.5)** Write procedure of registration of Trade Marks under Trade and Merchandise Act. **[14]**
- Q.6)** Write explanatory note on Creation of Contract of Agency. **[14]**

Q.7) Write short notes : (Any Two)

[14]

- (a) Endorsement
 - (b) Filling of Returns under VAT
 - (c) Objectives of Information Technology Act
 - (d) Digital Signature
-

Total No. of Questions : 8]

[Total No. of Printed Pages : 1

[3778]-303

M. M. M. (Semester - III) Examination - 2010

FINANCIAL SERVICES MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

-
-
- Q.1)** How Merchant Banking is helping entrepreneurs through different services ?
 - Q.2)** What do you mean by Credit Card ? How it is beneficial to User, Issuer and Trader ?
 - Q.3)** Do you agree that commercial banking has changed itself in recent times ? Explain in detail.
 - Q.4)** What are the Financial Services available in India ? Explain Management of Financial Services from the Marketing point of view.
 - Q.5)** What do you mean by Insurance ? Discuss type of Insurance with its merits and demerits.
 - Q.6)** “In recent times housing finance is gaining importance in light of RBI’s Policy and Governments’ Budget.” Discuss.
 - Q.7)** How technology has impacted Bank Marketing ? Discuss merits and demerits from the point of view of Consumer, Banks and Government.
 - Q.8)** Explain role of Asset Management Company (AMC) in the Development of Mutual Fund Business.

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-304

M. M. M. (Semester - III) Examination - 2010

MARKETING COMMUNICATION

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Answer **any five** questions.*

(2) All questions carry equal marks.

Q.1) What is IMC ? Explain concept and process of IMC with suitable examples.

Q.2) Sales Promotion Techniques are new methods of Customers' Attraction in the era of Competitive Market. Comment.

Q.3) Design a Print Advertisement Copy for the product 'SWACH - Tata's New Water Purifier'. Also explain elements of Copy.

Q.4) Explain working of Ad-agency. Also explain structure of Ad-agency.

Q.5) Design Media Plan for each of the following :

(a) USB enabled T.V.

(b) ipad

Q.6) Do you think that the companies have to have a consistant check on their regular IML Strategies, when they are promoting their product with the On-line Media ? Why ?

Q.7) Short notes : (Any Two)

- (a) Client-Agency Relationship (CAR)
 - (b) Corporate Social Responsibilities (CSR)
 - (c) Event Management
 - (d) Value of IMC Plans
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-305

M. M. M. (Semester - III) Examination - 2010

RETAIL OPERATIONS MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

*(2) Each question carries **14 marks**.*

Q.1) Define Supply Chain Management. Discuss its importance and scope in Organised Retailing.

Q.2) Discuss role of Venders in Retail Business. Explain factors affecting selection of Venders.

Q.3) Explain Private Brand. Give five examples of Private Brands. Why do Retailers prefer Private Brands ?

Q.4) Describe various aspects of Store Administration. Explain importance of Inventory Management in Store Administration.

Q.5) Define CRM. Explain CRM Techniques adopted by Retailers giving suitable examples.

Q.6) “Inventory Shrinkage forms an important pie of Retail Business.” Discussing this statement discuss various techniques to reduce inventory.

Q.7) Write short notes : **(Any Two)**

(a) Consumer Buying Process

(b) Planogram

(c) Shop Lifting

[3778]-305/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3778]-31

M. M. M. (Semester - III) Examination - 2010

INTERNATIONAL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Question No. 6 is compulsory.*
 - (2) Attempt **any four** out of the remaining.*
 - (3) All questions carry equal marks.*
-
-

- Q.1)** “International Marketing is more challenging and complex.” Critically comment on the statement. **[14]**
- Q.2)** Explain necessity and importance of analysing Socio-cultural Environment in the context of International Marketing. **[14]**
- Q.3)** Explain ‘International Marketing Research’ process in detail and also state challenges involved in it. **[14]**
- Q.4)** Explain ‘Uniform Pricing’ Vs. ‘Market by Market Pricing’ along with demerits and merits of each for International Marketing. **[14]**
- Q.5)** Write short notes : **(Any Two)** **[14]**
- (a) International Product Life Cycle
 - (b) Challenges in International Advertising
 - (c) ‘Exports’ as Distribution Strategy
 - (d) Product Adaptation in International Marketing

Q.6) Suggest a suitable 'International Market Entry' Strategy for the following : (Justify your answer) **[14]**

- (a) Foreign Life Insurance Company willing to enter Indian Markets.
 - (b) A Fast Food Multinational Company willing to enter Indian Markets.
-

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[3778]-32

M. M. M. (Semester - III) Examination - 2010

MARKETING LAWS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Answer **any five** questions.*

(2) All questions carry equal marks.

Q.1) Define Contract and explain the essentials of a Valid Contract under the Indian Contract Act, 1872.

Q.2) Who is an 'Unpaid Seller' ? State and explain various rights of an Unpaid Seller under Sale of Goods Act, 1930.

Q.3) Explain procedure for registration of Trade Marks with certain offences and penalties under Trade and Merchandise Marks Act, 1958.

Q.4) Define 'Promissory Note' and 'Bill of Exchange' and distinguish between the two.

Q.5) Under Consumer Protection Act, 1986, define : **(Any Two)**

- (a) Consumer
- (b) Unfair Trade Practice
- (c) District Forum

Q.6) State objectives of Information Technology Act, 2000 and explain Digital Signature.

Q.7) Explain **any two** of the following :

- (a) Duties and responsibilities of Principal under Contract of Agency
- (b) Value Added Tax
- (c) Free Consent

Q.8) Write notes : (**Any Two**)

- (a) Copyright
 - (b) Patent
 - (c) Caveat emptor
 - (d) Termination of Contract by Breach
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-33

M. M. M. (Semester - III) Examination - 2010

FINANCIAL SERVICES MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.

Q.1) How Consumers are benefitted from Housing Finance Companies in both Public and Private Sector Companies ?

Q.2) What is Venture Capital you know and how it benefits ?

Q.3) What is Mutual Fund Movement you know, how it benefits the Investors ?

Q.4) What is Merchant Banking ? How do they help Investor and the Company thru different service offered ?

Q.5) What is Mergers, Acquisitions, Takeovers and Strategic Alliances ? Explain in details with any latest examples of advantages.

Q.6) How Indian Economy is strengthened since 1992-93 in different directions ?

Q.7) Write short notes : **(Any Two)**

- (a) Credit Card
- (b) Insurance Regulatory Development Authority (IRDA)
- (c) Retail Banking at Present
- (d) Credit Rating

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-34

M. M. M. (Semester - III) Examination - 2010

INTEGRATED MARKETING COMMUNICATION

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer *any five* questions.
- (2) All questions carry equal marks.

Q.1) Define ‘Promotion Mix’. Elaborate on various elements of Promotional Mix with suitable examples.

Q.2) Design an Advertising Copy (Print Advertisement) for the following products :

- (a) LCD TV
- (b) Fairness Cream (for Men)

Q.3) “These days many companies are using Internet as a medium to reach its customer.” Comment.

Q.4) Design a suitable Media Plan for launching a new brand of ‘Packaged Mineral Water’.

Q.5) Discuss Sales Promotion Activities for the following :

- (a) Vegetable Noodles
- (b) Laptop

Q.6) “Idea cellular has been using a social message in its advertising campaign from preventing racial discrimination to walk when you talk, to preservation of trees. Comment on Marketing Communication Strategy adopted by Idea Cellular.

Q.7) Write short notes : (Any Two)

- (a) Publicity
 - (b) Ethics in Advertising
 - (c) Push and Pull Strategy
 - (d) E-commerce
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-35

M. M. M. (Semester - III) Examination - 2010

RETAIL OPERATIONS MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.*
 - (2) All questions carry equal marks.*
-

- Q.1)** Define 'Retail Marketing'. Discuss its need and functions.
- Q.2)** Explain classification of Retail Formats. Discuss in detail Store based Retail Formats with suitable examples.
- Q.3)** "Merchandise Management is the analysis, planning, acquisition, handling and control of the Merchandise." Discuss importance and scope of Merchandising with reference to this statement.
- Q.4)** Why is it important to select right location for setting retail outlet ? Discuss factors affecting location decisions.
- Q.5)** "Brewers Int. Ltd." a Coffee Retail Chain is planning to enter Indian Market through franchising. What factors should the company consider before selecting a franchisee ?
- Q.6)** Enlist five most selling products being sold through Online. Why online retailing is not suitable for selling all types of Goods ?
- Q.7)** Write short notes : **(Any Two)**
 - (a) Co-operative Retailing
 - (b) POP Promotion in Retailing
 - (c) Changing Indian Retail Scenario

[3778]-35/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-401

M. M. M. (Semester - IV) Examination - 2010

BRAND MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

-
-
- Q.1)** Discuss different strategies followed by a company in maintaining a product line. Elaborate your answer with suitable examples.
- Q.2)** Elaborate in detail on Qualitative and Quantitative Methods of Sales Forecasting.
- Q.3)** Discuss Brand Building Process for the following Brands :
- (1) Ideal Cellular
 - (2) ITC
- Q.4)** What are the desirable qualities of Brand Name ? Elaborate with suitable examples.
- Q.5)** “Rebranding is aimed at giving new identity to Brand.” Analyse this statement with suitable examples.
- Q.6)** ‘Co-branding includes strategic alliance.’ Is it true ? Discuss various types of Co-branding in detail.
- Q.7)** Write short notes : **(Any Two)**
- (a) Brand Mascots
 - (b) Celebrity Endorsement
 - (c) Brand Image
 - (d) Challenges Faced by Brands

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-402

M. M. M. (Semester - IV) Examination - 2010

STRATEGIC MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.*
 - (2) All questions carry equal marks.*
-

Q.1) Name of the Company : Classic Designer Furniture (P) Ltd.

Product : House-hold Furniture

As a decision-making person in Strategic Management Team, formulate strategy for marketing of the product.

Q.2) Explain the following tools of Strategic Marketing Analysis :

- (a) SWOT Analysis
- (b) GAP Analysis

Illustrate your answer with relevant examples.

Q.3) “Strategy Formulation is highly influenced by vision, mission, objectives and goals of the Business.” Discuss.

Q.4) “Implementation of Marketing Strategies is challenging in Service Sector.” Explain.

Q.5) Discuss various Promotional Strategies for FMCG Products with suitable examples.

Q.6) Explain Strategies for new product development in IT Industry.

Q.7) Short notes : (Any Two)

- (a) Constraints in Marketing Strategy Implementation
 - (b) Marketing Audit
 - (c) Export Marketing Strategies
 - (d) Planned or Unplanned Strategy Withdrawals
-

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[3778]-403

M. M. M. (Semester - IV) Examination - 2010

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any three** from section I and **any two** from section II.*

(2) All questions carries equal marks.

SECTION - I

Q.1) What are the advantages and disadvantages of Exporting as a 'Market Entry Strategy' ?

Q.2) Explain in details the facilities and incentives relating to Exports. What preliminaries has to be considered for starting Exports ?

Q.3) How the 'Pre-shipment Finance' and 'Post-shipment Finance' is arranged ? Explained the steps carried out by Exporter regarding same.

Q.4) Define 'Letter of Credit'. Also indicate various types of 'Letter of Credit' alongwith brief description of each type.

Q.5) What documents are prepared for :

- (a) Transportation of Goods
- (b) For Customs Clearance of Goods
- (c) Declaration of Goods under Foreign Exchange Regulations

SECTION - II

- Q.6)** How Goods are Insured against Marine Risk ?
- Q.7)** What are the Financial and Fiscal Incentives provided by Government and Foreign Exchange Facilities provided by RBI and Exim Bank to Exporter ?
- Q.7)** To Exporter, what is the Institutional Support provided from Government, Semi-Government and Autonomous Organisation ?
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-404

M. M. M. (Semester - IV) Examination - 2010

DIRECT MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.
 - (2) All questions carry equal marks.
-

Q.1) Define Direct Marketing. Explain main tasks in front of Direct Marketing.

Q.2) Discuss Technology Mediated Marketing Channels.

Q.3) “Direct Marketing is beneficial than marketing through Channels.” Comment.

Q.4) Explain Role of Brands and Personalized Marketing Communications.

Q.5) Now-a-days Marketing Planning is done on the basis of Data. Explain the impact of Database on CRM.

Q.6) Differentiate between Direct Marketing Media and Non-direct Media. Describe unique characteristics of any one addressable media.

Q.7) Write short notes : (**Any Two**)

- (a) Multi Level Marketing (MLM)
- (b) Automatic Vending Machines (AVM)
- (c) Personal Selling
- (c) Web-based Retailing

[3778]-404/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-405

M. M. M. (Semester - IV) Examination - 2010

INDUSTRIAL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.

-
-
- Q.1)** Explain Concept of Economics of Demand with respect to Industrial Marketing. Give examples.
- Q.2)** What do you understand by 'Buying Grid' ? How is it useful in Industrial Marketing ?
- Q.3)** What are various Channels of Distribution for Industrial Products ? What factors affect Channel Decision of Industrial Products ?
- Q.4)** Discuss relevance of original equipment manufacturers and end users to the Manufacturer of Industrial Products.
- Q.5)** How are Industrial Products classified ? How is this classification useful to the Marketers ?
- Q.6)** Explain with the help of a diagram Industrial Buying Process. Give examples.
- Q.7)** Write short notes : **(Any Two)**
- (a) Negotiation Process
 - (b) Niche Marketing
 - (c) Role of Governmental Agencies in Industrial Buying
 - (d) Industrial Segmentation

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-406

M. M. M. (Semester - IV) Examination - 2010

RURAL AND AGRICULTURAL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
 - (3) Make and state your assumptions clearly and give examples wherever necessary.*
-

- Q.1)** Suggest Marketing Mix for a newly developed 'Coconut Water Composite' proposed to be launched as a challenger substitute for 'Pepsi and Coca Cola'. The Coconut Water Composite does not contain any preservatives.
 - Q.2)** Discuss specific features of 'Rural Marketing' in India. Also explain its scope and limitations.
 - Q.3)** What is the meaning of Co-operative Marketing ? Discuss functions of Co-operative Marketing.
 - Q.4)** "Innovative Distribution Channels can play a major role in Agricultural Marketing in India." Discuss giving examples.
 - Q.5)** Discuss advantages and limitations of 'Organised Retailing' in Agri. Inputs.
 - Q.6)** Explain role of Agriculture in Economic Development of India.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Recruitment of Human Resources in Agri. Marketing
 - (b) Organised Procurement and Warehousing in Agri. Business
-

[3778]-406/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-41

M.M.M. (Semester - IV) Examination - 2010

BRAND MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
-
-

Q.1) What is a New Product ? Discuss various stages in development of a New Product.

Q.2) ‘Products increase customer choice, brands simplify it.’ Elaborate this statement in context to ‘Brand Positioning’.

Q.3) Explain benefits of branding to :

- (a) Company
- (b) Customers

Q.4) Discuss Brand Building Process for :

- (a) Airtel
- (b) Tata Salt

Q.5) Discuss need for Brand Repositioning. Elaborate various ways in which repositioning can be done.

Q.6) “Brand is the most enduring asset of Organisation.” Elaborate this statement with reference to ‘Brand Equity’.

Q.7) Write short notes : **(Any Two)**

- (a) Online Branding
 - (b) Ingredient Branding
 - (c) Product Life Cycle
 - (d) Brand Recall
-

[3778]-41/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-42

M. M. M. (Semester - IV) Examination - 2010

STRATEGIC MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.*
- (2) All questions carry equal marks.*

-
-
- Q.1)** “Strategy Formulation is highly influenced by Vision, Mission, Objectives and Goals of the Business.” Discuss.
- Q.2)** Discuss concept and objectives of Strategic Marketing Management.
- Q.3)** What is Marketing Audit ? Explain its scope and utility.
- Q.4)** Explain how Porter’s Forces help in the Analysis of Marketing Strategy.
- Q.5)** Design a suitable Channel Strategy for Distribution of Household Paints manufactured by a leading Paint Company.
- Q.6)** “Integration of Marketing Strategies is required in FMCG Sector.” Explain with suitable examples.
- Q.7)** Write short notes : **(Any Two)**
- (a) Constraints in Marketing Strategy Implementation
 - (b) BCG Matrix
 - (c) GAP Analysis
 - (d) Pricing Strategies for FMCGs.

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-43

M. M. M. (Semester - IV) Examination - 2010

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
-

Q.1) Explain the following Export Documents :

- (a) Consular Invoice
- (b) Weight Note
- (c) Shipping Advice
- (d) Bill of Exchange
- (e) Packing List
- (f) Bill of Lading
- (g) Certificate of Shipment

Q.2) How Foreign Exchange Rates are understood and how they are protected against the Adverse Movement ?

Q.3) What formalities are to be completed regarding :

- (a) Registration of Exporters
- (b) Sending Overseas Samples
- (c) Appointing Overseas Agent

- Q.4)** Explain in detail the 'Letter of Credit' and its various types.
- Q.5)** What 'Marketing Strategies' Exporter has to adopt as Market Entry Strategy ? What are its advantages and disadvantages ?
- Q.6)** Write an essay on 'External Commercial Borrowing'. How Exim Bank arranges finance to exporter ?
- Q.7)** Write short notes : (**Any Four**)
- (a) Facilities and Incentives relating to Exports
 - (b) Documents for Customs Clearance of Goods
 - (c) Marine - Risks and its coverage
 - (d) Foreign Exchange Facilities provided by RBI and Exim Bank
 - (e) Institutional Support to Exporter by Government and Semi-Government Organisations.
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-44

M. M. M. (Semester - IV) Examination - 2010

DIRECT MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.

-
-
- Q.1)** What is Corporate Communications ? Explain role and significance of Corporate Communication in Industry.
- Q.2)** Why In-house Communication is necessary ? How to design and conceptualize 'House Journals' and 'Customer Presentations'.
- Q.3)** 'Sakal Media Group' an Event Management Company is organising a 'Education Exhibition', in Five Cities in Maharashtra. As a Event Manager with Sakal Media Group, how will you organise this event ?
- Q.4)** What are different techniques to make effective presentations ? Explain in detail.
- Q.5)** What are steps involved in organising a Press Conference ? Assume a Mobile Manufacturing Company is facing problems with battery, as a PR Manager, prepare the draft of 'Press Release'.
- Q.6)** Explain importance of 'Public Relations Department' in the current volatile business environment with suitable examples.
- Q.7)** Write short notes : (**Any Two**)
- (a) Role of Audio and Video in Corporate Presentations
 - (b) Media Selection
 - (c) Reference Manuals

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3778]-45

M. M. M. (Semester - IV) Examination - 2010

INDUSTRIAL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Discuss with examples various dimensions of the Industrial Marketing Concept.

Q.2) Discuss importance of the Negotiation Process. What are various steps involved in the Negotiation Process ?

Q.3) Explain the following concepts :

- (a) Undifferentiated Markets
- (b) Differentiated Markets
- (c) Concentrated Markets
- (d) Niche Markets

Q.4) Discuss with suitable examples the classification of Customers in the Industrial Markets.

Q.5) Explain various techniques of Pricing of Industrial Products.

Q.6) Discuss with examples the characteristics of Organisational Market vis-a-vis Consumer Market.

Q.7) Write short notes : **(Any Two)**

- (a) Resellers' Market
 - (b) Positioning of Industrial Products
 - (c) Vendor Analysis
 - (d) Buying Grid
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3778]-46

M. M. M. (Semester - IV) Examination - 2010

RURAL AND AGRICULTURAL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Discuss concept and functions of Co-operative Marketing. Also mention reasons for slow progress of the Co-operative Sector in India.

Q.2) Explain difference in designing Marketing Mix for Rural and Urban Markets, with the help of suitable examples.

Q.3) Define 'Agriculture Marketing'. Discuss its scope, objectives as well as challenges.

Q.4) "Non-conventional Forms of Agri-Business can be more profitable." Give your views. Also discuss any two emerging branches of Agri-business.

Q.5) "There is tremendous scope for Rural Marketing, especially for FMCG Sector." Comment. Also discuss features and limitations of Rural Marketing.

Q.6) Explain need, importance and methods of Training in Agriculture Marketing.

Q.7) Write short notes : **(Any Two)**

(a) Product Promotion in Rural Market

(b) Difference between Agricultural, Industrial and Consumer Marketing

(c) Marketing Information

[3778]-46/1