



[3788] – 101

P.G.D.M.M. (Semester – I) Examination, 2010
101 : BASICS OF MARKETING (New)
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Attempt *any five* questions.
2) *All* questions carry **equal** marks.

1. a) Distinguish between Marketing and Selling.
b) State various functions of Marketing.
2. What is Marketing Environment ? Explain it with reference to –
a) Macro-environment
b) Micro-environment.
3. What do you understand by the term – target marketing and positioning ? Explain with suitable examples.
4. Define Marketing-mix. Explain various elements of marketing-mix in detail.
5. As a Marketing manager which factor will you consider to develop a marketing plan for a company planning to launch a new brand of cosmetics in India. Make necessary assumptions.
6. What is Marketing organisation ? Explain product and functional marketing organisations with examples.
7. Write short notes on **(any 2)** :
 - a) Marketing control
 - b) Segmentation strategies
 - c) Consumer buying decision process.



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P.G.D.M.M. (Semester – I) Examination, 2010
102 : SALES MANAGEMENT (New)
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions: 1) Attempt *any five* questions.
2) *All* questions carry *equal* marks.

1. Define and explain the term Sales Management. What is the role and importance of Sales Management in today's Modern World ?
2. Write notes on :
 - a) Combination based sales organisation.
 - b) Geographical based sales organisation.
3. Recruitment and selection' is the most difficult task of a sales manager'. Do you agree elaborate ?
4. Write down the process of Sales Training through ACMEE approach.
5. Discuss various components of a salesman's remuneration. What compensation mix do you think is the best for selling insurance products ?
6. Why there is a need for controlling salesmen ? Explain various ways of exercising control over salesmen.
7. Write short notes on (**any two**) :
 - 1) Sales Motivation.
 - 2) Sales Territories.
 - 3) Sales Meetings.
 - 4) Sales budget.



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P.G.D.M.M. (2008 Pattern) (Semester – I) Examination, 2010
103 : LAWS RELATING TO MARKETING (New)

Time : 3 Hours

Max. Marks : 70

*Note : 1) Answer **any five** questions.*

*2) All questions carry **equal** marks.*

1. Define the term “Valid Contract”. Explain the essential elements of a valid contract under The Indian Contract Act.
2. Write the distinction between Condition and Warranty under The Sale of Goods Act.
3. Who is Complainant ? Explain the provisions relating to the District Forum.
4. Write note under the Information Technology Act.
 - 1) Digital Signature
 - 2) E-Commerce
5. What are the penalties in case of dishonor of cheques for insufficiency of funds under the Negotiable Instruments Act ?
6. State and explain the procedure for registration of a trademarks under Trade Marks Act.
7. What is Consent ? When the consent is called free consent ?
8. Write note on (**any 2**) :
 - 1) Fundamental provisions under VAT
 - 2) Distinction between sale and agreement to sale
 - 3) Copyright
 - 4) Patents.



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P.G.D.M.M. (Semester – I) Examination, 2010
101 : BASICS OF MARKETING
(2005 Pattern) (Old)

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Attempt *any 4* questions.

2) *All* questions carry **equal** marks.

1. Role of marketing manager is unique and wide in today's marketing scenario. Discuss.
2. Define sales forecasting. Elaborate on various sales forecasting methods.
3. Define market segmentation. Suggest suitable segmentation bases for :
 - a) Mobile Handset
 - b) Shampoo.
4. Discuss the role and importance of branding. Elaborate with suitable examples.
5. Explain the concept of product Life-cycle with suitable examples.
6. Write short notes on (**any 3**) :
 - a) Marketing - Mix
 - b) Ethics in Marketing
 - c) Functions of packaging
 - d) Target marketing
 - e) Failure of new product.



[3788] – 201

P.G.D.M.M. (Semester – II) Examination, 2010
201 : RETAIL AND DISTRIBUTION MANAGEMENT
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) *Q. No. 7 (case study) is compulsory.*
2) *Answer **any 4** from remaining questions.*
3) *All questions carry **equal** marks.*

1. Discuss the functions of Wholesalers and different types of Wholesalers.
2. What is Franchising ? Discuss the advantages and disadvantages of franchising.
3. Elaborate an intensive selective and exclusive distribution with relevant examples.
4. Discuss the classification of store layouts with appropriate diagrammatic representation.
5. What is Merchandising ? Discuss the steps in Merchandising planning.
6. Write short notes on **any two** of the following :
 - a) Organised retailing
 - b) Factors determining store location.
 - c) Usage of technology in retailing
 - d) Alternate channels of distribution.
7. 'Taza Pizza' - a new brand of a Pizza-outlet have opened their shop on main road of the city. Ofcourse, they have to compete with existing Udipi food restaurants as well as other Pizza makers like Pizza-Hut, Dial-O-Pizza etc. Design a promotion -mix for 'Taza Pizza'.



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P.G.D.M.M. (Semester – II) Examination, 2010
202 : INTEGRATED MARKETING COMMUNICATIONS
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

Instructions : i) Attempt *any five* questions.

ii) *All* questions carry **equal** marks.

iii) Logical reasoning and appropriate examples will carry **more** marks.

1. Explain the process of Integrated Marketing Communication. What are the types and limitations ?
2. Which are the different types of advertising ? Explain the importance of advertising.
3. What are different Media ? Discuss their merits and demerits.
4. How you will evaluate marketing communication process ? Explain with examples.
5. What is the difference between advertising and S.P. ? Explain different types of S.P. with advantages and disadvantages.
6. What are different types of Ad. Agencies ? Explain the roles and responsibilities of each department of an Ad. Agency.
7. Write short notes on **any two** :
 - a) AIDA
 - b) Ad. Message
 - c) Ethics in Marketing Communication
 - d) Positioning.



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P.G.D.M.M. (Semester – II) Examination, 2010
203 : SERVICES MARKETING (2008 Pattern)
(New)

Time : 3 Hours

Max. Marks : 70

Instructions : i) Answer *any five* questions.
ii) *All* questions carry **equal** marks.

1. Discuss the nature, scope and characteristics of services in detail.
2. 'Segmentation is dividing the market to conquer them'. Explain significance of this statement in relation to services marketing.
3. What are the parameters to measure the service quality ? Design parameters to measure service quality in case of a Fast Food Outlet.
4. Suggest suitable channels of distribution for the following
 - a) Laundry Services
 - b) DTH Service.
5. Suggest Marketing Mix for the following services
 - a) Broadband internet service
 - b) Pest control service.
6. Government of India has appointed you as a consultant for designing and implementing a campaign on 'save trees'. Suggest a suitable marketing plan.
7. Write short notes on **any two** :
 - a) Service Delivery
 - b) Intangibility of services
 - c) Online Service
 - d) Services Marketing Triangle.



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P.G.D.M.M. (Semester – II) Examination, 2010
201 : RETAIL AND DISTRIBUTION MANAGEMENT (Old)
(2005 Pattern)

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Attempt **any four** questions.
2) **All** questions carry **equal** marks.

1. Discuss the role of marketing channels. What are the different types of intermediaries ?
2. Discuss importance of Warehousing and Logistics Management in retailing operations.
3. Explain the role and significance of the “wholesaler”. State the different types of wholesalers.
4. Discuss the role of participants in the marketing channels. Explain in detail with examples.
5. ‘Shopping Malls’ in urban areas is a threat to traditional retailers. Do you agree with this statement ? Justify your answer with examples.
6. Write short notes on **any three** :
 - i) Franchising
 - ii) Vending Machines
 - iii) Store Location
 - iv) Multi-level Marketing
 - v) Choice of transportation modes.



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P.G.D.M.M. (Semester – II) Examination, 2010
202 : INTEGRATED MARKETING COMMUNICATION
(2005 Pattern) (Old)

Time : 3 Hours

Max. Marks : 60

Instructions : i) Attempt **any 4** questions.

ii) **All** questions carry **equal** marks.

iii) Logical reasoning and **appropriate** examples will carry **equal** marks.

1. Explain different types of Ad Agency.
2. Formulate advertising message for any social responsibility program.
3. Define advertising. Which media are used for advertising ? Explain advantages and disadvantages of the same.
4. What is public relation ? Explain importance of PR with suitable examples.
5. Explain the process of Integrated Marketing Communication with suitable examples.
6. Write short notes on (**any three**) :
 - 1) AIDA
 - 2) Ad budget
 - 3) Sales promotion
 - 4) Positioning
 - 5) Client Agency Relationship.