

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4378]-101**

**M. M. M. ( Semester - I ) Examination - 2013**  
**PRINCIPLES AND PRACTICES OF MANAGEMENT**  
**(New 2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

*Instructions :*

- (1) *Questions No. 1 is compulsory.*
- (2) *Solve **any three** from the remaining.*

- 
- 
- Q.1)** (A) Explain in detail the Process and Components of Management. [15]  
(B) Explain the Contribution of Taylor and Fayol in Development of Management Thought. [10]
- Q.2)** Explain McGregor's Theory X and Y as a foundation of Individual Behaviour. [15]
- Q.3)** Explain Concepts of Japanese Style of Management and TQM. State important of the same in today's ever changing Business Environment. [15]
- Q.4)** Define Planning. Explain steps in Planning. [15]
- Q.5)** What is Controlling ? Explain the types and techniques of Controlling. [15]
- Q.6)** Write short notes : **(Any Two)** [15]
- (a) Formal and Informal Groups
  - (b) Primary and Secondary Motives
  - (c) Decision-making Process
  - (d) Hawthorne Experiment

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**[4378]-101/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4378]-102**

**M. M. M. ( Semester - I ) Examination - 2013**

**PRINCIPLES OF MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

- 
- 
- Q.1)** External Environmental factors play a vital role in designing Marketing Strategies. Justify with your comments.
  - Q.2)** Describe various approaches of Marketing Concepts.
  - Q.3)** Design a Promotional Mix for an Upcoming Tablet P.C., meant for Urban Youth.
  - Q.4)** Describe the factors affecting Price Determination.
  - Q.5)** A manufacturer should always strive to select the lowest cost channel of Distribution. Do you agree ?
  - Q.6)** What is Product Life Cycle ? Describe various Strategies for Introduction and Decline Stage.
  - Q.7)** Write short notes : **(Any Two)**
    - (a) New Trends in Packaging
    - (b) Demographic Segmentation
    - (c) Marketing Ethics

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**[4378]-102/1**

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Total No. of Questions : 8]

[Total No. of Printed Pages : 3

**[4378]-103**

**M. M. M. ( Semester - I ) Examination - 2013**

**FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

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**Q.1)** Explain the terms Cost and Costing. What are the different elements of Cost ?

**Q.2)** What do you mean by Overheads ? Explain Allocation and Apportionment of Overheads with suitable examples.

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

**Q.4)** Write short notes : **(Any Three)**

- (a) Cost Center and Cost Unit
- (b) ABC Analysis
- (c) Master Budget
- (d) Standard Costing

**Q.5)** The Sales Turnover and the Total Cost of ABC Ltd. are as under :

Year	Sales (Rs.)	Total Cost (Rs.)
2010	1,50,000	1,20,000
2011	1,80,000	1,42,000

**You are required to calculate :**

- Profit Volume Ratio
- Fixed Cost
- Break-even Point
- Sales to earn a profit of Rs. 45,000
- Variable Cost for 2011

**Q.6)** Prepare a Cash Budget from April to June from the following data :

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
January	80,000	45,000	20,000	5,000
February	80,000	40,000	18,000	6,000
March	75,000	42,000	22,000	6,000
April	90,000	50,000	24,000	7,000
May	85,000	45,000	20,000	6,000
June	80,000	35,000	18,000	5,000

**Other Information :**

- Advance Income Tax of Rs. 4,000 is payable in May.
- Rent Rs. 300 paid each month is not included in expenses.
- 10% of the sales are Cash Sales. But, all purchases are Credit Purchases.
- Credit Purchases are paid after 1 month and credit sales are collected after 2 months.
- Wages are paid after a time lag of  $\frac{1}{2}$  month. Expenses are paid in the same month.
- Cash and Bank Balance as on 1st April was Rs. 13,000.

**Q.7)** From the following particulars calculate the following Material Variances :

- (a) Material Cost Variance
- (b) Material Usage Variance
- (c) Material Price Variance

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

**Q.8)** Prepare Stores Ledger according to FIFO and LIFO Method from the following information :

**January, 2008**

- 1 Purchased 1,000 kg at Rs. 4.50
- 5 Purchased 2,000 kg at Rs. 4.00
- 8 Issued 2,200 kg
- 15 Issued 400 kg
- 19 Purchased 1,500 kg at Rs. 4.20
- 22 Issued 1,000 kg
- 24 Purchased 1,800 kg at Rs. 4.60
- 27 Purchased 1,000 kg at Rs. 4.50
- 28 Issued 2,500 kg
- 30 Issued 100 kg

On 18th January Stock Verification located shortage of 25 kg.

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Total No. of Questions : 7]

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**[4378]-104**

**M. M. M. ( Semester - I ) Examination - 2013**

**MANAGERIAL ECONOMICS**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

---

**Q.1)** Define Managerial Economics. Which Economic Concepts are useful in Decision-making for Managers ? **[14]**

**Q.2)** What is Demand Forecasting ? Explain the objectives and any two methods with their limitations. **[14]**

**Q.3)** Define Production Function. State and explain Law of Diminishing Marginal Return. **[14]**

**Q.4)** Explain the following Pricing Strategies : **[07x2=14]**

- (a) Cost Plus Pricing
- (b) Price Skimming

**Q.5)** Compare the price and output determination under the conditions of Perfect Competition and Monopoly in the long run with the help of MR and MC Curves. **[14]**

**Q.6)** What do you understand by term 'Profit' and 'Profit Policy' ? Give constituents of Profit Policy. **[14]**

**Q.7)** Write short notes : (**Any Two**) **[07x2=14]**

- (a) Prevention and Control of Monopolies
  - (b) System of Dual Pricing
  - (c) Determinants of Cost
  - (d) Economies of Scale
-

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Total No. of Questions : 6]

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**[4378]-105**

**M. M. M. ( Semester - I ) Examination - 2013**

**RESEARCH METHODOLOGY**

**(New 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.*

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**Q.1) (A)** “Research plays an important role in development business.”  
Explain the statement giving objectives, types and importance  
of Research. **[10]**

(B) The following data given daily income of a news paper boy  
observed for 30 days : **[05]**

62, 75, 58, 46, 60, 72, 80, 65, 68, 71,  
63, 64, 69, 75, 49, 48, 64, 68, 72, 78,  
68, 50, 56, 59, 70, 76, 56, 71, 73, 68

Classify the data considering classes on 45-49, 50-54, 55-59...

(C) Also draw bar chart for the data tabulated above. **[05]**

**Q.2)** Why Probability Sampling is preferred in comparison to Non-probability  
Sampling ? Explain the procedure of selecting a Simple Random Sample. **[10]**

**Q.3)** What is Research Problem ? Define main issues which should receive  
the attention of the researcher in formulating the Research Problem. **[10]**

**Q.4)** What is the meaning of Measurement in Research ? Explain normal, ordinal, interval or ratio scale giving examples. **[10]**

**Q.5)** Prepare a questionnaire to study customer needs to be provided by Modern Housing Complex. **[10]**

**Q.6)** Write short notes : **(Any Four)** **[20]**

- (a) Social Research
  - (b) Report Writing
  - (c) Sources of Data
  - (d) Errors in Measurement
  - (e) Importance of Hypothesis
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4378]-106**

**M. M. M. ( Semester - I ) Examination - 2013**

**CONSUMER BEHAVIOUR**

**(New 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. Explain the importance of Studying Consumer Behaviour.
- Q.2)** Discuss Concepts of Customer Satisfaction, Customer Delight and Brand Loyalty. What are the determinants of Consumer Satisfaction ? Also suggest ways to measure Satisfaction.
- Q.3)** Diagrammatically represent and explain the Howard Sheth Model.
- Q.4)** Discuss various bases that can be used for 'Market Segmentation'.
- Q.5)** Discuss in detail the Secondary Methods of Data Collection.
- Q.6)** "Consumption Patterns vary across different social classes." Discuss. Suggest appropriate media for promoting to the different social classes in India.
- Q.7)** Write short notes : **(Any Two)**
- (a) Diffusion of Innovation
  - (b) Industrial Consumers Vs Individual Consumers
  - (c) Celebrity Endorsements
  - (d) Buying roles of Individual Consumers

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**[4378]-106/1**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4378]-201**

**M. M. M. ( Semester - II ) Examination - 2013**

**SERVICES MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) *Q. No. 7 is compulsory.*
- (2) *Attempt **any four** from Q. Nos. 1 to 6.*
- (3) *All questions carry equal marks.*

---

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

**Q.2)** What is Service Blue Printing ? Illustrate with reference to a Three Star Hotel ?

**Q.3)** Taking the example of Service Organisation like Railways and Airlines. Identify the strategies they adopt to Tangibilise their Intangible Services.

**Q.4)** What are the main approaches adopted while Pricing Services ? Explain each of them.

**Q.5)** "Customer Satisfaction measurement is very important in Service Industry." Comment with examples.

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

- (a) Service Marketing Triangle
- (b) Classification of Services
- (c) Service Encounter

**Q.7) Case Study :**

The Indians love travel all the time, more than 3 crores of Indians are on the move everyday ! Even in the days of poor teleconnectivity, lack of Internet and dimly uncomfortable transportation facilities, the Indians were travelling all round the year.

The turning point for the Indian Tourism Industry came with the innovative campaign - 'Incredible India' launched by the Department of Tourism in the year 2002. In the light of this transformation underwent by the Indian Tourism and Travel Industry from an unorganised state to an organised one, hotels, travel agents and aviation witnessed a boom in their business. Also internet boom paved way for emergence of on-line travel agents like MakeMyTrip.Com and ClearTrip. Com; who had been dominating market for a long time. They made travelling a pleasure by offering various services to the tourists.

'Saving Time and Money' is no longer an appealing way of positioning any business. Rather, effectively creating a unique value proposition for the customers, place a company on pedestal.

Yatra.com became a formidable on-line travel service provider in just 3 years. They provided integrated travel and tourism services line road/train/air bookings, hotel booking, sightseeings arrangements, transit insurance, and on-line payments. It has successfully fought with traditional and on-line travel agents to carve a niche in India Travel Services Segment.

**Questions :**

- (a) What do you think are the factors which contribution to the upsurge in the Indian Travel Industry ? How the customers perceived these factors ?
- (b) From Services Marketing point of view, how on-line travel agents differentiate themselves from traditional travel agents in rendering the services ?
- (c) What may be the factors which made Yatra.com successful just within 3 years from inception ?

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Total No. of Questions : 7]

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**[4378]-202**

**M. M. M. ( Semester - II ) Examination - 2013**

**RETAIL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

- 
- 
- Q.1)** Define Retailing. Explain the significance and importance of Retailing in the Development of Indian Economy.
  - Q.2)** Discuss the importance of Sales Promotion Techniques in Retailing with suitable examples.
  - Q.3)** Describe different formats of Retailing in detail. Supplement it with suitable examples.
  - Q.4)** Enlist the different stages involved in Consumer Buying Process with the help of suitable example.
  - Q.5)** In light of emerging retail revolution, discuss different factors involved in achieving strategic positioning. Justify the same with suitable examples.
  - Q.6)** In brief describe the need of Technology in Retail. Discuss the factors affecting the use of Technology in Retail Operation.
  - Q.7)** Write short notes : **(Any Two)**
    - (a) Retail Organisation Structure
    - (b) Retail Strategies
    - (c) Store Facade

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**[4378]-202/1**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4378]-203**

**M. M. M. ( Semester - II ) Examination - 2013**

**SALES MANAGEMENT AND PERSONAL SELLING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

- 
- 
- Q.1)** How would you motivate and what would you do to a salesperson, who is a high performing salesperson, whose morale is down because he did not get an expected promotion as marketing executive, although he has been consistently exceeding his sales quota for the past four years ? The main responsibilities of marketing executives are selling to few key accounts and coaching some sales trainee on the job.
- Q.2)** Define Sales Forecasting Explain various factors responsible for Sales Forecasting. Also explain various Marketing Decision that can be derived from Sales Forecasting.
- Q.3)** What is Sales Recruitment, Selection ? How different recruitment and selection done in Sales Organisation ? What can be the effect of bad sales recruit ?
- Q.4)** Your Company had introduced a Sales Quota System in the previous year, based on sales territory potential. When you were reviewing the performances of sales person, you noticed that some sales person could easily achieve their sales quota as sales potential of their territory were underestimated and for some other people exactly reverse had happened. What suggest would you make to your Senior Sales Manager to make sales quota realistic for the sales people for the present year ?

**Q.5)** (A) Develop a Sales Forecast, based on the data given below, for the year 2009. Explain for the method you would use for forecasting here :

<b>Year</b>	<b>Actual Sales</b>	
2003	786	
2004	809	
2005	999	
2006	1120	
2007	1300	
2008	1400	1375(Forecast)
2009	?	

(B) What is Sales Budget ? What are the purpose of Sales Budget ?

**Q.6)** What role Recruitment and Selection plays in enhancing the efficiency of the Organisation ? Write Sources of Recruitment.

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

- (a) Sales Quota
- (b) Sales Contests
- (c) Salesmanship
- (d) Difference between Sales and Marketing

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Total No. of Questions : 7]

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**[4378]-204**

**M. M. M. ( Semester - II ) Examination - 2013**  
**DISTRIBUTION MANAGEMENT AND LOGISTICS**  
**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

- 
- 
- Q.1)** Explain the role of various participants in Physical Distribution Process.
  - Q.2)** Define Marketing Channels. Discuss the important functions of Marketing Channels.
  - Q.3)** Explain with examples Horizontal, Vertical and Multichannel Marketing Systems.
  - Q.4)** Describe the components of Supply Chain Management with the help of suitable examples.
  - Q.5)** List and explain the different functions performed by Wholesalers.
  - Q.6)** Elaborate the Process of Channel Selection.
  - Q.7)** Write short notes : **(Any Two)**
    - (a) Channels for Industrial Goods
    - (b) Techniques to Resolve Channel Conflicts
    - (c) International Marketing Channels
    - (d) Reverse Logistics

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4378]-205**

**M. M. M. ( Semester - II ) Examination - 2013**

**MARKET RESEARCH**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

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**Q.1)** Define Market Research. State its scope and limitations.

**Q.2)** Discuss the merits and demerits of following Methods of Primary Data Collection :

- (a) Mail Survey
- (b) Telephone Interview
- (c) Personal Interview

**Q.3)** State the importance of Scaling Technique in Questionnaire Designing. Explain in detail following Scales - Semantic Differential, Linert Scale.

**Q.4)** Explain the need of sampling in Market Research. How will you define population for studying 'Buying Behaviour of Smart Phone'. Also state the sampling method you will use for such study and why ?

**Q.5)** Design a Questionnaire the asses the 'Use of Social Media among Rural Youth'.

**Q.6)** A company wants to develop Study Material and Audio-Visual Teaching Aids in various subjects for Management Institutes. Assist the company in designing Market Research Project to check the feasibility.

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

- (a) Secondary Data
  - (b) Test Marketing
  - (c) Retail Store Audit
  - (d) Focus Groups
-

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Total No. of Questions : 7]

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**[4378]-206**

**M. M. M. ( Semester - II ) Examination - 2013**

**RELATIONSHIP MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.
- (3) Use of suitable examples, models etc. will be appreciated.

- 
- 
- Q.1)** “A satisfied customer is less likely to be price conscious.” Justify with suitable examples.
  - Q.2)** Differentiate between Relationship Marketing and Traditional Marketing. Give suitable examples.
  - Q.3)** “Use of customer database is very helpful in enhancing Relationship Marketing.” Please comment.
  - Q.4)** How does relationship approach contribute to the Distribution Function ? Explain with examples.
  - Q.5)** How would you develop ECRM Practices for Brands ? Explain with examples.
  - Q.6)** Discuss various Brands of Customer Profitability ? Analyse with the help of examples.
  - Q.7)** Write short notes : **(Any Two)**
    - (a) Relationship Marketing and Marketing Strategy
    - (b) Internal Marketing
    - (c) Database Marketing
    - (d) Buyer - Seller Relationship

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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

**[4378]-301**

**M. M. M. ( Semester - III ) Examination - 2013**

**INTERNATIONAL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Question No. 6 is compulsory. (22 marks)
- (2) Attempt **any three** from the remaining. (16 marks each)

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**Q.1)** What is the Concept of International Marketing ? Explain challenges and opportunities in International Marketing.

**Q.2)** Explain recent Import - Export Policy and Procedures as on 31 March, 2013.

**Q.3)** What is Pricing ? Explain the factors influencing International Pricing Decisions.

**Q.4)** Explain the function of WTO with respect to International Marketing.

**Q.5)** Describe the Foreign Exchange facilities by the RBI and EXAM Bank.

**Q.6) Case Study :**

A property conceived entry strategy is an essential as a carefully developed product-market strategy. There are five basic routes of enter a foreign market. We shall mention the salient features of each of there routes about. Exports, Licensing of Technology and knowhow, Multinational Trading, Joint Venture and full-fledged global operation.

Exports of products is the primary route to entry into global markets. Many firms stop with this step in their International Marketing endeavour. Some firms however go beyond this primary step, they license their technology and know-how to foreign firms who may be interested in importing it into their land. In multinational trading, the companies source products from

any part of the world and cart it anywhere in the world where demand for the product exists. Selling up route ventures in foreign countries is another effective strategy for gaining entry into world markets. Through the joint venture, the firm literally gets dose to foreign markets. Through joint ventures, a firm becomes a native in foreign lands and that is the surest way to the birth of a full-flaged MNC. In modern days, the joint venture strategy is taking firm roots among companies planning massive global marketing. Becoming full-flaged global operators or MNC with manufacturing and marketing setups across countries is the most difficult but most rewarding of all strategies of International Marketing. In the immediately following chapter on Global Strategies for Indian Firms.

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**[4378]-302**

**M. M. M. ( Semester - III ) Examination - 2013**

**LAWS RELATED TO MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

- 
- 
- Q.1)** “All Agreements are not Contracts but all Contracts are Agreement.” Discuss with explaining ingredient of Valid Contract.
- Q.2)** Define Sale and distinguish between Condition and Warranty.
- Q.3)** Explain the objectives of Trade Marks Act, 1999 and state the procedure for Registration of Trade Mark.
- Q.4)** Define the term ‘Consumer’. Explain Redressal Agency under Consumer Protection Act.
- Q.5)** Explain Electronic Signature and procedure for obtaining Electronic Signature Certificate.
- Q.6)** Define Negotiable Instrument and distinguish between Promisory Note and Cheques.

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

- (a) Contract of Agency
  - (b) Caveat Emptor
  - (c) Objectives and Importance of VAT
  - (d) Copyright and Patent
  - (e) Unpaid Seller
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Total No. of Questions : 8]

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**[4378]-303**

**M. M. M. ( Semester - III ) Examination - 2013**

**FINANCIAL SERVICES MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

- 
- 
- Q.1)** Elaborate 'Insurance' and 'Risk Management'. Discuss strategy to be cover in risk. **[14]**
- Q.2)** The Commercial Bank play a vital role for the development of Country Economy. Justify. **[14]**
- Q.3)** Identify and critically evaluate the Financial Services available in India. **[14]**
- Q.4)** Discuss the new trends in Housing Finance Sector to the Indian Era. **[14]**
- Q.5)** State difference between Goods Marketing and Services Marketing with suitable example. **[14]**
- Q.6)** Define Mutual Funds. What are the types of Mutual Funds. Discuss any two in detail. **[14]**
- Q.7)** Explain guidelines given by SEBI for Merchant Banking. Also discuss services provided by Merchant Banks to their clients. **[14]**

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

**[14]**

- (a) Venture Capital
  - (b) ATM
  - (c) Net Banking
  - (d) Tax Saving Scheme
  - (e) Open - End Funds
-

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Total No. of Questions : 7]

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**[4378]-304**

**M. M. M. ( Semester - III ) Examination - 2013**

**MARKETING COMMUNICATION**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

- 
- 
- Q.1)** Explain role of Advertising Agency in Advertising Process. Also discuss what factors are considered while choosing the Ad Agency ?
- Q.2)** Discuss Media Selection and Media Buying Process with specific reference to Services Industry.
- Q.3)** “Advertising and Overall Communication Mix plays a vital role in creating Social Awareness and Creating Ethical Environment.” - Comment.
- Q.4)** (A) Difference between Trade Promotion and Sales/Consumer Promotion.  
(B) Explain Pull and Push Strategies with the help of suitable examples.
- Q.5)** What do you mean by ‘Marketing Communication’ ? Also discuss a Process of Integrated Marketing Communication.
- Q.6)** “Trend of On-line/Internet Marketing is increasing. However it will not pose immediate threat to the Traditional Advertising.” - Give your views.
- Q.7)** Write short notes : **(Any Two)**
- (a) Public Relations
  - (b) DAGMAR Approach
  - (c) Direct Marketing Programs

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4378]-305**

**M. M. M. ( Semester - III ) Examination - 2013**

**RETAIL OPERATIONS MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

- 
- 
- Q.1)** Discuss the nature and importance of 'Retailing'. Explain different types of Retailing.
- Q.2)** "A Retailer is a key component of the Supply Chain." Explain the statement giving role and functions of Retailer.
- Q.3)** "Location of the store is the biggest contributing factor in the success of Retailing." Discuss. Also explain the factors determining Store Location.
- Q.4)** What do you understand by 'Retail Marketing Mix' ? Discuss the role of Pricing in Retail Marketing Mix.
- Q.5)** Discuss the role of Advertising in Retailing giving suitable examples.
- Q.6)** Define Privet Label Brand. Give five examples of Private Label Brands. Why do Retailers prefer Private Label Brands ?
- Q.7)** Write short notes : **(Any Two)**
- (a) Shop Lifting
  - (b) Shelf Management
  - (c) Role of IT in Retailing

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Total No. of Questions : 7]

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**[4378]-401**

**M. M. M. ( Semester - IV ) Examination - 2013**

**BRAND MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

---

**Q.1)** What do you mean by Product ? Explain Concept of Product Mix in detail.

**Q.2)** Explain Product Strategy over the Lifecycle.

**Q.3)** What is Product Positioning ? Elaborate various Positioning Strategies with suitable examples.

**Q.4)** Brand is much more than a Product. Explain.

**Q.5)** Discuss the methods of measuring the Sources of Brand Equity.

**Q.6)** Explain Brand Building Process. Discuss Brand Building Process in case of any one the following brands :

- (a) Yippee Noodle
- (b) Suzuki Hayate

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

- (a) Planning for Involvement in International Marketing
  - (b) Brand Extension
  - (c) Brand Identity and Brand Image
  - (d) Brand Knowledge
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4378]-402**

**M. M. M. ( Semester - IV ) Examination - 2013**

**STRATEGIC MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) *Q. No. 7 is compulsory.*
- (2) *Attempt **any four** from Q. Nos. 1 to 6.*
- (3) *All questions carry equal marks.*

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**Q.1)** “Strategy Formulation is highly influenced by Vision, Mission, Objectives and Goals of the Business.” Discuss. **[14]**

**Q.2)** Define the term ‘Strategic Marketing Management’. Explain its objectives and importance. **[14]**

**Q.3)** Explain how Porter’s Five Forces Model helps in formulating Marketing Strategies. **[14]**

**Q.4)** Desktop, Laptop and Tablet PC, the three Categories of Computers prevalent in the Market. Chalk out a suitable promotional strategy for any two categories and express your views. **[14]**

**Q.5)** What do you mean by Marketing Audit ? Explain its scope and importance. **[14]**

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

**[14]**

- (a) Mckinsey's 7's Framework
- (b) Marketing Strategies for ITES Industries
- (c) Strategic Planning
- (d) GAP Analysis

**Q.7) Case Study :**

**Sweet Drinks Ltd.**

Sweet Drinks Ltd. is a drinks company whose core business is manufacturing and selling soft drinks to 80,000 outlets throughout India. The business of the company is good with annual turnover exceeding three billions of rupees. Profits are good and shareholders are often rewarded with lucrative dividends and bonuses. Four years back the company has diversified into the alcoholic drinks industry and has takenover two small breweries located in Western India. The company has also diversified into hotels with purchase of twenty-five hotels of three/four star category across the country. To its advantage the company has been able to obtain a monopoly for the sale of its soft drinks in its hotel and is beginning to establish itself as a brand name in the brewery industry. Part of the strategy of the company is to continue to purchase hotel, particular by targeting National Capital Region of Delhi where Tourism is likely to pick up with the forthcoming Commonwealth Games. The company also intends to construct of five star hotel in Gurgaon to take tax advantage announced recently by the Finance Ministers. Everything was going on well until recently, when a public Interest Litigation from NGO accused the company of indulging in surrogate advertising of its brewery products. In fact the company has similar brand names for its soft drinks and brewery products. This triggered a lot of protests and demonstrations against the company. Newspapers were flooded with the articles against the company. There were also some demonstrations and some small incidents of stone pelting in a few of its hotels.

**Answer the following questions :**

- (a) Discuss the factors related to the SWOT Analysis for the company. **[07]**
- (b) Suggest the suitable Marketing Strategies for diversification adopted by the company. **[07]**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4378]-403**

**M. M. M. ( Semester - IV ) Examination - 2013**

**EXPORT DOCUMENTATION AND FOREX MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

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- Q.1)** What are the advantages and disadvantages of Exporting as a 'Market Entry Strategy' ?
  - Q.2)** Explain in details what are the preliminaries carried out for starting exports and sending samples overseas ?
  - Q.3)** How a Exporter arrange 'Pre-shipment Finance' and 'Post-shipment Advice' ?
  - Q.4)** Explain various parties related to 'Letter of Credit'. Also indicates various types of 'Letter of Credit'.
  - Q.5)** For 'Transportation of Goods' and for 'Custom's Clearance of Goods' which documents are prepared ?
  - Q.6)** How Government, Semi-government and Autonomous Organisations Supports the Exports ?

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

- (a) Facilities to Exporter by Exim Bank
  - (b) External Commercial Borrowings
  - (c) Preliminaries for Appointing Overseas Agent
  - (d) Consular and Commercial Invoice
  - (e) Insuring Goods under Marine Risks
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Total No. of Questions : 7]

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**[4378]-404**

**M. M. M. ( Semester - IV ) Examination - 2013**

**DIRECT MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

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**Q.1)** Define Direct Marketing. Differentiate between Direct Marketing and Marketing Through Channels. Give suitable examples.

**Q.2)** Explain in detail any two Traditional Methods of Direct Marketing.

**Q.3)** Explain Concept of CRM in detail.

**Q.4)** Explain Concept of Automatic Vending Machine, its benefits and limitations in the current business scenerio.

**Q.5)** Give Unique Characteristics of E-mail and SMS as a Addressable Media.

**Q.6)** What is On-line Web Advertising ? Give suitable examples.

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

- (a) Data Warehousing
- (b) Sales Force Automation
- (c) Customer Acquisition
- (d) Interactive TV

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Total No. of Questions : 7]

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**[4378]-405**

**M. M. M. ( Semester - IV ) Examination - 2013**

**INDUSTRIAL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

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

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**Q.1)** Define 'Industrial Product'. How are the Industrial Products classified ?

**Q.2)** Discuss in detail the Organisational Buying Decision Process. Give examples.

**Q.3)** What different Purchasing Systems are used in Industrial Buying ? What are the merits and demerits of each of them ?

**Q.4)** Discuss various factors that influence the Pricing of Industrial Products.

**Q.5)** Write a detail note on Promotion of Industrial Product.

**Q.6)** What is Derived Demand ? Explain various factors affecting Industrial Demand.

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

- (a) Industrial Channels of Distribution
- (b) Industrial Product Life Cycle
- (c) Channel Logistics
- (d) Trade Shows and Exhibitions

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**[4378]-405/1**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4378]-406**

**M. M. M. ( Semester - IV ) Examination - 2013**

**RURAL AND AGRICULTURAL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

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

*(2) All questions carry equal marks.*

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**Q.1)** What is Co-operative Marketing ? Explain the contribution of Co-operative Sector by discussing its various functions. Also suggest some measures to overcome the limitations. **[14]**

**Q.2)** (A) “Government plays significant role in Agricultural Development.”  
Comment. **[07]**

(B) Discuss role of Agriculture in Economic Development in India. **[07]**

**Q.3)** Explain various bases for Segmentation of Rural Market. Design Segmentation - Targetting - Positioning (STP) Strategy for ‘Ready to Eat’ Products in Rural Market. **[14]**

**Q.4)** Discuss role of Distributors and Retailers in Rural Marketing. Also comment on whether their role or scope or functions are different than the same in Urban Markets. **[14]**

**Q.5)** Define ‘Rural Marketing’. Also explain scope and significance of Rural Marketing in Indian Context. **[14]**

**Q.6)** Explain Concept of 'Agriculture Marketing'. Discuss the difference between Agriculture Marketing, Industrial Marketing and Consumer Marketing. **[14]**

**Q.7)** Write short notes : **(Any Two)** **[14]**

- (a) Export Potential for Farm Products
  - (b) Promotion Mix for Rural Markets
  - (c) Role of Training and Research in Agricultural Marketing
  - (d) Emerging Branches of Agri-business
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