

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-106

M. M. M. (Semester - I) Examination - 2009

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 Segmentation. Explain Parameters of Consumer Segmentation with examples.

Q.2) Discuss Engel - Kollat - Blackwell Model with diagram in detail.

Q.3) (A) Explain meaning of Consumer Behaviour.

(B) Write a detailed note on Consumer Decision-making Process.

Q.4) Discuss Maslow's Theory of Motivation with reference to Consumer Behaviour.

Q.5) Write short notes : **(Any Two)**

(a) Consumer Delight

(b) Consumer Research

(c) Attitude and its Impact on Consumer Behaviour

Q.6) What is the meaning and nature of Personality ? What are the characteristics and theories of Personality ? What are personality influences on Consumer Behaviour ?

Q.7) (A) Define Marketing Research.

(B) Write a detailed note on Data Collection.

[3678]-106/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3678]-105

M. M. M. (Semester - I) Examination - 2009

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) Explain importance of defining the Research Problem.
Describe steps involved in formulating Research Problem. [10]

(B) Prepare a Frequency Distribution Table for the following data :

The marks scored by 50 students in an examination paper are given below :

30	45	48	55	39	25	31	12	18	21	54	59	33
33	43	44	10	38	19	26	41	35	37	41	46	35
51	37	58	48	17	19	23	26	29	38	57	36	
44	43	27	31	43	22	31	47	34	18	15	51	

(Take classes as 10-20, 20-30,...) [05]

Draw bar chart for the data tabulated above. [05]

Q.2) Explain in detail the Process of Interviewing, as a tool for data collection. [10]

Q.3) Construct a questionnaire for the survey of television viewer's opinion, about the reality shows, featuring child artists. [10]

Q.4) What are the different methods of Construction of Scales ? What purpose do scales serve in gathering data. **[10]**

Q.5) Hypothesis, when formulated, must guide researcher, all through the research project. In light of above statement, explain qualities of a workable hypothesis. **[10]**

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

- (a) Experimental Method
 - (b) Importance of Sampling in Research
 - (c) Qualities of a Good Research Report
 - (d) Primary and Secondary Data
 - (e) Errors in Measurement
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-104

M. M. M. (Semester - I) Examination - 2009

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 nature, scope and practical significance.
 - Q.2)** Why Joint Stock Company Form of Business Organisation is popular ? Give examples.
 - Q.3)** Explain concept of Price Elasticity of Demand w.r.t. type, determinants and significance.
 - Q.4)** Describe pricing methods namely, cost plus pricing and price skimming.
 - Q.5)** Describe Internal and External Economies of Scale.
 - Q.6)** (A) Distinguish between Accounting Cost and Economic Cost.
(B) What is Cost Plus Pricing ?
 - Q.7)** Write notes on **any two** of the following :
 - (a) Price Discrimination
 - (b) Cartel
 - (c) Justification for Government Intervention
 - (d) Any Two Objectives of a Firm

[3678]-104/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3677]-103

M. C. M. (Semester - I) Examination - 2009

SOFTWARE ENGINEERING AND BUSINESS PROCESS

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Q. Nos. 1 and 6 are compulsory.

*(2) Solve **any three** from Q. Nos. 2, 3, 4, 5.*

Q.1) Newstar Hotels provides AC and Non-AC rooms for customers. Customer can book rooms in advance either thru e-mail or telephone. When customer arrives he has to make check-in entry in guest register and pay advance at counter. Customer can avail various services such as laundry, car, telephone, internet from respective departments. He can use restaurant for food. The bill is prepared by respective departments for services availed by customer. Such bills are submitted to counter for including in final bill. The final bill is prepared when customer does check-out. The bill can be paid either by cash or credit card. The printed bill is given to customer.

(a) Draw 1st Level DFD. **[10]**

(b) Design normalized file layout for storing customer information, booking information and service bills. **[10]**

(c) Draw layout of Final Bill. **[05]**

Q.2) Draw use case diagram for borrowing and returning book from college library by staff and student. **[10]**

Q.3) For various appointments on various councils and committee, university conducts election. The voters are categorized as Graduate Voters, Teachers, PG Teachers, Principals, HODs and Management Representatives. A person can be voter in one or more category. The voter can vote at one of the 52 voting centers in 4 districts under jurisdiction of university. A valid voter can file nomination as candidate for one or more council or committee. Various documents along with photograph is to submitted while submitting candidature.

Draw E-R Diagram. **[10]**

Q.4) RTO has framed following rules for issuing license and batch to Auto Rickshaw Drivers. The person should be minimum 8th std. pass. The person should be of age above 20 years and should possess valid LMV driving license. The person should be resident of the city for more than 10 years otherwise he has to get recommendation from local municipal council member (Nagarsevak). The person should have passed written and driving test conducted by RTO.

Draw Decision Table. **[10]**

Q.5) Explain User Interface Design Methods and Principles. **[10]**

Q.6) Write short notes : **(Any Three)** **[5x3=15]**

- (a) Data Codification Schemes
- (b) Controlled De-normalization
- (c) RAD
- (d) Types of Systems
- (e) Role of Analyst

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-102

M. M. M. (Semester - I) Examination - 2009

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)** “Gone are the days of aggressive selling concept and consumer oriented marketing concept. Now it is essential to understand nature and importance of competitive marketing concept and societal marketing concept.” Critically evaluate this statement considering changing concepts of marketing.
- Q.2)** What do you mean by the term Marketing Environment ? Discuss new trends in Micro Environment and Macro Environmental Forces influencing Marketing Decision.
- Q.3)** What are various bases of Market Segmentation ? As a Marketing Manager of a Company manufacturing variety of readymade woolen garments, how would you segment market for such products to be sold all over India ?
- Q.4)** What are the Functions of Packaging ? Discuss new trends observed in the sphere of packaging of consumer products in India.
- Q.5)** Define Pricing. Describe factors influencing Pricing Decision.
- Q.6)** Distinguish between Advertising and Sales Promotion. Suggest suitable Sales Promotional Schemes for Consumer Products and Industrial Products.

Q.7) Write notes : (Any Two)

- (a) Approaches to Marketing
 - (b) Stages in Product Life Cycle
 - (c) Marketing Ethics
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3678]-101

M. M. M. (Semester - I) Examination - 2009

PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) *Question No. 1 is compulsory.*

(2) *Solve **any three** from the remaining questions.*

-
-
- Q.1)** (A) Define Management. Explain its importance. Explain Fayol's Principles. [15]
- (B) Explain Hawthorne Experiments. [10]
- Q.2)** Define Primary and Secondary Motive. Explain Self Actualisation. [15]
- Q.3)** Explain Leadership. What are different styles of Leadership ? [15]
- Q.4)** Explain TQM Process and Quality Circles. [15]
- Q.5)** Explain concepts of Planning and Controlling. [15]
- Q.6)** Write short notes : (**Any Three**) [15]
- (a) Contributions of Elton Mayo
- (b) Alderfer's Motivation Theory
- (c) Corporate Social Responsibility
- (d) Knowledge Workers
- (e) Effective Teams

[3678]-101/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-6

M. M. M. (Semester - I) Examination - 2009

CONSUMER BEHAVIOUR

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Explain concept of Consumer Behaviour. What are the major uses or applications of Consumer Behaviour ?

Q.2) Explain relationship between Environmental Factors and Consumer Behaviour. Discuss in detail how cultural factors affect Buying Behaviour.

Q.3) What is 'Consumerism' ? Explain in detail the role of Government and Consumers in protecting interests and rights of Indian Consumers.

Q.4) Discuss role of Personality and Self-concept in shaping Consumer Behaviour.

Q.5) "Most of the Purchasing Decisions of Indian Consumer are influenced by family." Comment.

Q.6) Write a note on Consumer Decision-making Process.

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

(a) Consumer Delight

(b) Influence of Reference Groups on Consumer Behaviour

(c) Consumer Complaints - 'A Sign of Interest'

[3678]-6/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3678]-5

M. M. M. (Semester - I) Examination - 2009

RESEARCH METHODOLOGY

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Question Nos. 1 and 6 are compulsory.
- (2) Attempt **any 3** questions out of the remaining.
- (3) Figures to the right side indicate maximum marks.

Q.1) (A) Explain 'Social Research'. In Business Management, Social Research has an important role. Describe different functional areas of Business Management where social research is carried out. **[10]**

(B) The following table shows how workers commute to work. Represent the data in a pie diagram :

Means of Transportation	Percentage of Workers
Railway	53
Bus	32
2-Wheeler	03
Car	12

[05]

(C) Prepare Frequency Distribution Table for the following data taking classes as 5-9, 10-14,

19	06	10	14	13	22	15	16
21	21	22	07	10	22	11	31
28	24	26	08	12	23	18	20
24	12	29	24	17	15	09	36
37	21	17	27	39	22	20	16
18	20	33	25	30	11	16	32
19	17	25	09	28	18	23	21
13	34	23	26	14			

[05]

[3678]-5

1

P.T.O.

- Q.2)** Define Sampling in Research. Explain Probability Sampling and different Probability Sampling Techniques. [10]
- Q.3)** What are the essential qualities of a Good Research Report ? Explain Layout of a Research Report. [10]
- Q.4)** Explain steps involved in formulating a Research Problem. [10]
- Q.5)** Discuss different methods of Primary Data Collection. [10]
- Q.6)** Write short notes : (**Any Four**) [20]
- (a) Characteristics of a Hypothesis
 - (b) Use of Computers in Research
 - (c) Ranking and Rating Scales
 - (d) Casual Research Design
 - (e) Tabular / Graphical Methods of Data Representation
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-4

M. M. M. (Semester - I) Examination - 2009

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'. Explain its Micro and Macro Aspects.
- Q.2)** Compare merits and demerits of Proprietary and Partnership Firm. Which Form of Business Organisation would you recommend for a small firm ? Justify.
- Q.3)** Explain concept of 'Price Elasticity of Demand' with reference to types, methods and practical use.
- Q.4)** State and explain 'Law of Variable Proportions'.
- Q.5)** Describe short-run and long-run equilibrium of a Monopoly Firm. Comment on long-run price and output.
- Q.6)** (A) Explain any two Organisational Goals.
(B) How Consumers' Interest can be protected ?
- Q.7)** Write notes : (**Any Two**)
- (a) Exceptions to the Law of Supply
 - (b) Benefits of Economic Liberalisation
 - (c) Determinants of Cost
 - (d) Need of Planning for Business Development

[3678]-4/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 4

[3678]-3

M. M. M. (Semester - I) Examination - 2009

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Question No. 1 is compulsory.

(2) Solve *any 3* questions out of the rest.

Q.1) Explain the terms 'Cost' and 'Costing'. What are the different Elements of Cost ? [10]

Q.2) (A) Prepare Stores Ledger according to LIFO Method from the following information : [12]

January, 2008

1	Purchased	1,000 kg at Rs. 4.50 (GRN 48)
5	Purchased	2,000 kg at Rs. 4.00 (GRN 52)
8	Issued	2,200 kg
15	Issued	400 kg
19	Purchased	1,500 kg at Rs. 4.20 (GRN 55)
22	Issued	1,000 kg
24	Purchased	1,800 kg at Rs. 4.60 (GRN 59)
27	Purchased	1,000 kg at Rs. 4.50 (GRN 66)
28	Issued	2,500 kg
30	Issued	100 kg

On 18th of January stock verification located shortage of 25 kg.

(B) What is the meaning of 'Budgetary Control' ? What are the different types of budgets prepared ? [08]

[3678]-3

1

P.T.O.

Q.3) (A) Prepare Cost Sheet from the details given below :

[15]

	Rs.
(1) Opening Stocks :	
Finished Goods	1,60,000
Raw Material	2,80,000
Work in Progress	4,00,000
(2) Depreciation on :	
Office Furniture	1,740
Plant and Machinery	46,050
Building of Office	16,000
(3) Raw Material Purchased	6,40,000
(4) Carriage Inwards	32,000
(5) Sales	15,36,000
(6) Direct Wages	3,20,000
(7) Indirect Wages	36,000
(8) Factory Supervision	20,000
(9) Factory Repairs	28,000
(10) Heat, Light, Water and Power	1,30,000
(11) Rent, Rates and Taxes	12,600
(12) Factory Expenses	37,400
(13) Sales Commission	67,200
(14) Travelling Expenses	22,000
(15) Sales Promotion	45,000
(16) Sales and Distribution Salaries	36,000
(17) Office Salaries and Expenses	17,200
(18) Income Tax paid	10,800
(19) Dividend paid	10,000
(20) Closing Stocks :	
Finished Goods	2,30,000
Raw Material	3,60,000
Work in Progress	3,84,000

Additional Information :

- (1) Heat, Light and Power are to be shared by Factory, Office and Selling and Distribution in the ratio 8:1:1.
 - (2) Rent, Rates and Taxes are shared by Office and Factory in the ratio 1/3rd and 2/3rd.
- (B) Explain the terms Over-absorption and Under-absorption of Overheads. [05]

Q.4) (A) ABC Ltd. produces 2,000 units of a product in a month.

The other relevant data is as follows :

Variable Cost per unit	–	Rs. 20
Fixed Cost per month	–	Rs. 50,000
Selling Price per unit	–	Rs. 70

Required :

- (a) Total and per unit Contribution
 - (b) Profit for the month
 - (c) Break-even Sales in units and Value
 - (d) Number of units required to get a profit of Rs. 30,000
 - (e) If Selling Price is reduced by Rs. 10 per unit without changing variable cost per unit or total fixed cost, what would be the new BEP in units and in value ? [12]
- (B) Explain meaning of 'Primary Distribution of Overheads'. [08]

Q.5) (A) Raja Brothers Ltd. manufactures a product X. It is estimated that for each kg of raw material consumed 500 articles should be produced. The standard price per kg of material is Rs. 8. In the month of January, 2009, 10 kgs of raw material were issued to production at Rs. 7.80 per kg. The actual production during the month was 5,020 units.

Calculate :

- (a) Material Cost Variance
- (b) Material Price Variance
- (c) Material Usage Variance
- (d) Material Yield Variance [12]

(B) Explain the following documents used in Purchase Procedure of Material in any organisation : [08]

- (a) Purchase Order
- (b) Goods Received Note

Q.6) (A) Prepare Cash Budget from April to June from the following data : [12]

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 :

- (1) Advance Income Tax of Rs. 4,000 is payable in May.
- (2) Rent Rs. 300 paid each month is not included in expenses.
- (3) 10% of sales are cash sales. But all purchases are credit purchases.
- (4) Credit purchases are paid after 1 month and credit sales are collected after 2 months.
- (5) Wages are paid after a time lag of 1/2 month. Expenses are paid in the same month.
- (6) Cash and Bank Balance on 1st April was Rs. 13,000.

(B) Explain the following concepts : [08]

- (a) Break-even Point
- (b) Margin of Safety

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-2

M. M. M. (Semester - I) Examination - 2009

PRINCIPLES OF MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Solve *any five* questions.

(2) All questions carry equal marks.

Q.1) Define the terms - Market and Marketing. Briefly describe various functions of Marketing.

Q.2) What do you mean by the terms - Macro Environment and Micro Environment ? Explain the term PEST Analysis in the context of Macro Environment.

Q.3) Describe various bases of Market Segmentation. How Market Segmentation can be done in respect of the following products :

(a) Two Wheelers

(b) Toilet Soaps

(c) Newspapers

Q.4) Write a comprehensive note on Market Targeting and Positioning Strategies. Give suitable examples from Indian Consumer Market.

Q.5) Define the term Marketing Mix. Explain nature and significance of 'Promotion' as an Element of Marketing Mix.

Q.6) What do you mean by Marketing Control ? Explain Marketing Control Process. Describe Scope of Marketing Audit.

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

- (a) Marketing Process
 - (b) New Trends in Packaging
 - (c) Direct Marketing
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3678]-1

M. M. M. (Semester - I) Examination - 2009

PRINCIPLES AND PRACTICES OF MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Question No. 1 is compulsory.

*(2) Solve **any 3** questions from the remaining.*

-
-
- Q.1)** (A) Define Management. Explain Fayol's Principles of Management. [10]
(B) Explain Federick Taylor's Contribution to Scientific Management. [15]
- Q.2)** Explain procedure of Planning in detail. [15]
- Q.3)** Explain Motivational Theory of Herzberg in detail. [15]
- Q.4)** What are the factors influencing personality of an Individual ? [15]
- Q.5)** Discuss in detail the Corporate Social Responsibility of a Corporate Citizen. [15]
- Q.6)** Write short notes : **(Any Three)** [15]
- (a) Knowledge Worker
 - (b) Team Building
 - (c) Japanese Style of Management
 - (d) Concept of TOP Management
 - (e) McGregor's Theory X and Theory Y

[3678]-1/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-206

M. M. M. (Semester - II) Examination - 2009

RELATIONSHIP MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Briefly describe evolution of Relationship Marketing, its significance in Indian Context.

Q.2) Explain role of IT in building, maintaining and enhancing relationship with customers.

Q.3) Describe various levels of Customer Profitability Analysis and explain how it is useful to the firm ?

Q.4) How is Physical Distribution System benefitted by the use of Relationship Marketing Principles ? Explain describing situations in Corporate World.

Q.5) Explain how a relationship-oriented firm transforms a buyer from the status of a prospect to that of a Partner. Give examples.

Q.6) As the Business Relationship Manager of Private Airlines Services in India, what marketing strategy would you suggest to ensure that your customers don't switch over to your competitors ? Illustrate your answer.

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

(a) Relationship Marketing in Mass Markets

(b) Buyer - Seller Relationship

(c) Relationship Marketing in Industry

(d) Database of Customers

[3678]-206/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-205

M. M. M. (Semester - II) Examination - 2009

MARKET RESEARCH

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define Market Research. Explain various types of Market Research in detail.
 - Q.2)** Distinguish between Primary Data and Secondary Data. Also discuss their merits and demerits.
 - Q.3)** What do you understand by Sampling Methods ? Discuss various Probability and Non-probability Sampling Methods.
 - Q.4)** Design questionnaire for a company which aims to find out customer's satisfaction towards their brand. Make necessary assumptions.
 - Q.5)** A retail outlet engaged in selling consumer durables, suddenly experienced a downfall in the sales. As a Manager of this retail outlet develop a research project to investigate the reasons.
 - Q.6)** Explain the following :
 - (a) Likert Scale
 - (b) Semantic Differential Scale
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Telephonic Interview
 - (b) Report Writing
 - (c) National Readership Survey

[3678]-205/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-204

M. M. M. (Semester - II) Examination - 2009

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) What role does Marketing Channel play in case of Consumer Durables, Consumer Non-durables and Industrial Products ?

Q.2) Define Physical Distribution. Describe importance of participants in Physical Distribution Process.

Q.3) Explain the term 'Supply Chain Management'. Outline its components and discuss interdependencies in a Supply Chain.

Q.4) Discuss trends in Wholesaling. Describe importance and types of Wholesalers.

Q.5) What is the Channel Selection Process and Criteria ? Explain methods in resolving channel conflicts.

Q.6) Design a channel for distributing : **(Any Two)**

(a) Readymade Garments

(b) Mineral Water

(c) Personal Computers (PCs)

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

- (a) Order Processing
 - (b) Multichannel Marketing
 - (c) Material Handling
 - (d) Inventory Management
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-203

M. M. M. (Semester - II) Examination - 2009

SALES MANAGEMENT AND PERSONAL SELLING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Solve any 5 questions.

(2) All questions carry equal marks.

-
-
- Q.1)** Define the term 'Sales Management'. Explain functions of Sales Management in detail quoting suitable examples. **[14]**
- Q.2)** Discuss various activities involved in Salesforce Management. **[14]**
- Q.3)** (A) Elaborate Selection Process of Sales Personnel. **[08]**
(B) What steps will you follow while selecting Salesforce for the Marketing of Real Estate ? **[06]**
- Q.4)** (A) What is the importance of Sales Forecasting ? **[06]**
(B) Explain various methods of Sales Forecasting. **[08]**
- Q.5)** (A) "Success of Sales Department largely depends on the motivation level of salesforce." - Comment. **[08]**
(B) Suggest Motivation Techniques used for Hotel or Restaurant Staff. **[06]**
- Q.6)** Discuss role of Sales Training. Also explain various methods of Salesforce Training. **[14]**

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

[14]

- (a) Sales Organisation
 - (b) Sales Presentations
 - (c) Sales Records and Reporting System
 - (d) Characteristics of a Successful Salesman
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-202

M. M. M. (Semester - II) Examination - 2009

RETAIL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Define Retailing. Discuss challenges faced by the retail chains with changes in current global and domestic scenario.

Q.2) Success or failure of a retail outlet depends upon store location. Justify your answer with suitable examples.

Q.3) Illustrate various types of Store Layouts and the factors affecting Store Layout.

Q.4) How does the Communication Mix vary for a Super Market than a Departmental Store ? Discuss.

Q.5) Discuss various applications of IT in retailing. Explain advantages of IT in retailing.

Q.6) Starbucks, the well known Coffee Chain in America, wants to set up its retail chain in India. You have been appointed as Retail Manager. Develop Communication Strategy for Starbucks.

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

- (a) Careers in Retailing
- (b) Franchising in Retailing
- (c) Positioning in Retailing

[3678]-202/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-201

M. M. M. (Semester - II) Examination - 2009

SERVICES MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** What is the current scenario of growth of Services Marketing in India and in the world ? Explain in detail along with data, facts and figures, charts and graphs.
 - Q.2)** Explain in detail the four unique characteristics of Services.
 - Q.3)** Which are the extended P's of Services Marketing ? Explain all P's in detail.
 - Q.4)** Which and how two important models are used for monitoring and measuring 'Customer's Satisfaction'.
 - Q.5)** How you will do Marketing of Posters, Greeting Cards, Lanterns, Candles, Chocolates made by the students of Blind School ?
 - Q.6)** What are the effects of not handling the Customers's Service Complaints effectively ?
 - Q.7)** Write short notes : **(Any Three)**
 - (a) Self Service Technologies
 - (b) Personnel Selling
 - (c) Service Quality in Service Marketing
 - (d) Positioning of Services
 - (e) Classification of Services
-

[3678]-201/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3678]-26

M. M. M. (Semester - II) Examination - 2009

RELATIONSHIP MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Q. Nos. 1 and 6 are compulsory and carry 20 marks each.*
- (2) Attempt any two questions from Q. Nos. 2 to 5. Each of these questions carries 15 marks.*
- (3) Use of suitable examples will be given due weightage.*

Q.1) Write short notes : (Any Four)

- (a) Customer Profile
- (b) Mass Customisation
- (c) Value of Complaints
- (d) Customer Orientation
- (e) Loyalty Schemes

Q.2) What do you mean by Life Time Customer Value ? Explain giving suitable examples.

Q.3) How is physical distribution system benefitted by the use of Relationship Marketing Principles ? Explain describing situations in corporate world.

Q.4) Explain how a relationship oriented firm transforms a buyer from the status of a Prospect to that of a Partner. Give examples.

- Q.5)** How customers are classified into different profit tiers : Platinum, Gold, Iron and Silver ? What are its advantages to the firm ?
- Q.6)** As a responsible marketing head of an upcoming airlines industry, do you think there is an advantage in competing on personal service rather than price ? Also, explain how can you personalise your service to improve customer service ? Illustrate with examples.
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-25

M. M. M. (Semester - II) Examination - 2009

MARKET RESEARCH

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt *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 problem.” Discuss.

Q.2) Discuss various problems faced by ‘Researcher’ in :

- (a) Collecting Primary and Secondary Data
- (b) State various methods of Primary Data Collection.

Q.3) What is Sampling ? Explain various methods of Sampling.

Q.4) Explain following Market Research Techniques :

- (a) Test Marketing
- (b) National Readership Survey

Q.5) A company manufacturing ‘Ice-creams’ wants to evaluate effectiveness of advertising campaigns launched at the time of festivals. Develop a tool for the same.

Q.6) Design a ‘Market Research Project’ to assess feasibility of starting a ‘Departmental Stores’. (Make necessary assumptions)

[3678]-25

1

P.T.O.

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

- (a) Limitations of Market Research
 - (b) Likert Scale and Semantic Differential Scale
 - (c) Characteristics of Good Questionnaire
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-24

M. M. M. (Semester - II) Examination - 2009

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) “Physical Distribution plays major role for Customer Satisfaction.” Do you agree to this statement ? Explain with suitable example.

Q.2) What is Marketing Channel ? Discuss role and objectives of Marketing Channels in Product Distribution.

Q.3) ‘Retailer as a last link adds value to the Customer.’ Discuss with suitable example.

Q.4) Explain which factors you have to consider while selecting Marketing Channel for different types of products ?

Q.5) Design Channel for the following Products : **(Any Two)**

(a) Sports Car

(b) Herbal Medicine

(c) Sweets

Q.6) Discuss significance and components of Supply Chain Management.

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

- (a) Types of Retailers
 - (b) Types of Channel Conflicts
 - (c) Channel for Consumer Goods
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-23

M. M. M. (Semester - II) Examination - 2009

SALES MANAGEMENT AND PERSONAL SELLING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Answer any five questions.

(2) All questions carry equal marks.

-
-
- Q.1)** What are Sales Management's Objectives in Organisation ? Give its meaning and relation to Personal Selling.
- Q.2)** "Forecasting plays an important role in planning and therefore Sales Forecasting Methods are use." Explain various methods.
- Q.3)** What is the need for Sales Organisation with proper structure ? Also write functions and responsibilities of Sales Manager.
- Q.4)** What are the procedures and criteria used for Recruitment, Selection and Training of Salesforce ?
- Q.5)** Why motivating a Sales Team Member is so much important ? What are various methods/programs used for Salesforce Motivation ?
- Q.6)** "Salesforce Training is extremely important." Why it is so much important and what are various areas in which salesforce is trained ?
- Q.7)** Write notes : **(Any Two)**
- (a) Prospecting
 - (b) Evaluation of Salesforce Performance
 - (c) Value Added Selling
 - (d) Selling of Consumer Products

[3678]-23/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-22

M. M. M. (Semester - II) Examination - 2009

RETAIL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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

Q.1) Define Retailing. Discuss significance and importance of Retailing in context of present Indian Scenario.

Q.2) Success or Failure of a retail outlet depends on its Location. Do you agree ? Support your answer with examples.

Q.3) Discuss different types of Store Layouts and the chief considerations for a Layout Selection.

Q.4) Explain various components of Retail Store Administration. Give examples.

Q.5) Discuss various elements of promotional efforts at the level of Retailers.

Q.6) Explain role of IT in Modernizing Retailing. Support your answer with suitable examples.

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

(a) Non-store Retailing

(b) Franchising in Retailing

(c) Category Management

[3678]-22/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3678]-21

M. M. M. (Semester - II) Examination - 2009

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 Concept of Services arrives in the Business ? What is the nature, characteristics, classification and importance of Services ?
- Q.2)** Explain in detail the 4 I's of Services along-with practical examples.
- Q.3)** What methodology is adopted by businessmen to segment, position and differentiate Services in the minds of customers ?
- Q.4)** The Service Delivery Process, Services Blueprint and Services Mapping are vital parts of Services Marketing. Do you agree with this statement ? Justify your answer with examples.
- Q.5)** M/s. Joshi Bros. is opening a new 5 star hotel at Viman-nagar, near to Pune Airport. How you will undertake marketing of this new hotel ?
- Q.6)** What roles are played by Services Encounters in Service Marketing ? How the Customer's Satisfaction is monitored and measured ? Which methods are used for the same ?

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

- (a) E-services
 - (b) Advertising and Sales Promotion is Service.
 - (c) Social Services of Non-profit Organisation
 - (d) Service Failures
 - (e) Extended Services Marketing Mix
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-305

M. M. M. (Semester - III) Examination - 2009

RETAIL OPERATION MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define 'Retailing'. Discuss scope of Retail Management in India.
 - Q.2)** "Mom's Exclusive", a MNC retail company dealing in kids' items is planning to enter India. How should the company go about in designing merchandise planning ?
 - Q.3)** Develop CRM Programme for a local store selling stationeries near your Institute. How will this programme help in improving sales ?
 - Q.4)** Discuss techniques for preventing shop lifting from stores. How technologies can help in preventing shop lifting ?
 - Q.5)** "Higher inventories lead to higher costs whereas low inventories lead to loss of sales." Discuss this statement and highlight importance of inventory management in retailing.
 - Q.6)** What promotional techniques are used by retailers to increase sales ? Can promotional programmes help in increasing profitability of store ?
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Floor Space Management
 - (b) Buying Process
 - (c) Merchandise Range

[3678]-305/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-304

M. M. M. (Semester - III) Examination - 2009

MARKETING COMMUNICATION

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Elaborate on 'Integrated Marketing Communication'. Discuss the role and importance of 'Advertising' in Integrated Marketing Communication Process.

Q.2) Explain the selection process of an Advertising Agency. Enumerate services rendered by 'Full Service Advertising Agency'.

Q.3) Design a media plan for each of the following :

- (1) Motorcycle
- (2) Tours and Travel Agency

Q.4) Design a copy of print advertisement for :

- (1) Launching a New Business Newspaper
- (2) Mobile Service Provider

Q.5) Describe Sales Promotion. What are various techniques of Sales Promotion for :

- (1) Fruit Drink
- (2) Passenger Car

Q.6) Discuss various Moral and Ethical Issues in Advertising.

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

- (a) Functions of Advertising
 - (b) Online Marketing
 - (c) Percentage of Sales Method of Advertising Appropriation
 - (d) AIDA
-

Total No. of Questions : 8]

[Total No. of Printed Pages : 1

[3678]-303

M. M. M. (Semester - III) Examination - 2009

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)** Discuss Evolution of Plastic Money. Explain importance and features of Credit Cards.
 - Q.2)** Write a detailed note on Housing Finance.
 - Q.3)** Explain various types of Indian and Global Mutual Funds with their unique characteristics. How Mutual Funds are different from other Investments.
 - Q.4)** Discuss role and responsibilities of Asset Management Company towards Mutual Fund.
 - Q.5)** How 'Risk Management' plays a vital role in Insurance ? What are the various strategies adopted by Insurance Companies to cover a risk ?
 - Q.6)** Give Overview of various Financial Services in India.
 - Q.7)** Discuss various Financial Products and how these products are being managed ?
 - Q.8)** Explain various Bank Products and state how Technology has impacted Bank Marketing ?

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-302

M. M. M. (Semester - III) Examination - 2009

LAWS RELATING TO MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Answer *any five* questions.

(2) Figures to the right indicates full marks.

Q.1) Define Offer. State the legal rules for Valid Offer. **[14]**

Q.2) Explain “No Consideration, No Contract”. Are their any exceptions to these rules ? **[14]**

Q.3) Define Contract of Sale. Distinguish between Sale and Agreement to Sell. **[14]**

Q.4) State and explain the various Redressal Agencies created under the Consumer Protection Act. **[14]**

Q.5) Define Bill of Exchange and Promissory Note. What are the Essential of Promissory Note ? **[14]**

Q.6) Explain the role of Food Inspector under Food Adulteration Act with reference to his appointment, duties and functions. **[14]**

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

(a) Define Manufacturing under VAT.

(b) Objects of Patents and Copyright Act

(c) Notice of Dishonor

(d) Cheque

[3678]-302/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3678]-301

M. M. M. (Semester - III) Examination - 2009

INTERNATIONAL MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Question No. 6 is compulsory and carries 22 marks.

(2) Attempt any 3 questions from the remaining. (16 marks each)

Q.1) Explain concepts, scope and objectives of International Marketing. What are the challenges faced by International Marketing ?

Q.2) What is Environmental Analysis ? Explain its need in case of Global Marketing.

Q.3) Describe International Marketing Research Process. Discuss significance of Secondary Data in International Marketing Research.

Q.4) Briefly describe distribution channels for International Markets. What sorts of difficulties arise in designing International Distribution Channels ?

Q.5) Write short notes : **(Any Two)**

(a) Push and Pull Strategies for International Markets

(b) Global Advertising

(c) Global Product Strategies

(d) Country Risk Analysis

Q.6) Analyse the following Case Study :

[08]

INDIAN FMCG GIANTS GOING GLOBAL

After acquiring 'Femcare', a leading personal care brand in the domestic market, FMCG major Dabur India is scouting for acquisitions in global markets - especially Africa and West Asia.

Like Dabur, Emami Ltd. is also eyeing acquisitions in Africa and CIS countries, to extend its product portfolio. Yet another FMCG major, Marico Ltd. is looking at acquisitions in emerging markets across the globe as part of its growth strategy. At the same time, India's FMCG sector is showing promising growth of 52% over the next few years. Leading FMCG companies are in race to acquire personal care brands from Nigerian Company, Tura International, which sells products in West Africa and Europe.

Dabur, Emami and Marico are showing keen interest in acquiring Tura International. With a turnover of \$ 50 million, Tura, a subsidiary of UK based Lornamead Group, today has a dominant position in Nigeria's Soaps and Skin Care Market.

After acquiring 27.5% stake in Zandu Pharmaceuticals last year, Emami is now scouting for acquisitions across the globe. Dabur India is also looking at acquisition opportunities in Africa and West Asia. The company is aggressively scouting for acquisitions in the domestic market too.

Marico Ltd. is already having its presence in South Africa, Egypt and Bangladesh. Now they are looking at Organic as well as Inorganic growth, both in India and abroad. Marico's international operations account for 20% of its total revenue. The turmoil in global financial markets seems to have a favourable impact on Indian FMCG major's acquisition plans in domestic as well as global markets.

While many big FMCG companies find this situation an ideal opportunity to go for acquisitions, there are others who are now cautious to invest in merger and acquisition activities. Collectively, Dabur, Marico and Emami have 32-34% market share in India's FMCG segment.

Questions :

- (a) Is Acquisition a suitable strategy ? **[07]**
- (b) What advantages will Indian FMCG Companies have ? **[07]**

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-35

M. M. M. (Semester - III) Examination - 2009

RETAIL OPERATION MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Answer any five questions.

(2) Each question carries 14 marks.

-
-
- Q.1)** Discuss need and scope of Retail Marketing giving suitable examples.
- Q.2)** Explain different formats of Store Retailing. Differentiate between Store and Non-store Retailing.
- Q.3)** Discuss role of Communication in Retailing. Suggest measures for effectively communicating with the targeted customers.
- Q.4)** “Modern Stores Techniques are essential for successful operations of a retail outlet.” Do you agree with this statement ? Support your answer.
- Q.5)** Organised retailing is growing in India. Will it continue in the present scenario of Global Meltdown ? Justify your answer.
- Q.6)** Describe various types of Franchising. Explain different aspects of Franchiser - Franchisee Relationship.
- Q.7)** Write short notes : **(Any Two)**
- (a) Shop Display
 - (b) On-line Retailing
 - (c) Retail Marketing Mix

[3678]-35/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-34

M. M. M. (Semester - III) Examination - 2009
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)** Explain multiple roles that advertising plays in context of society in general and business firms in particular.
 - Q.2)** Discuss concept of Sales Promotion. How does it impact Buyers ?
 - Q.3)** Present relative merits and demerits of 'Print Media' and 'Non-print Media'.
 - Q.4)** "The toughest challenge and the biggest reward for an advertising agency is in the client-servicing." Comment.
 - Q.5)** Evaluate role of a company's website in promoting its products. What can be the possible limitations, in this context ?
 - Q.6)** Analyse scope and significance of 'Public Relations' in the 'Promotion Mix' of a Company.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Advertisement Copy
 - (b) Advertising Budget
 - (c) Direct Marketing
 - (d) Ethics in Advertising
-

[3678]-34/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-33

M. M. M. (Semester - III) Examination - 2009

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) Explain Services offered by a Merchant Banker.

Q.2) What factors would you take into consideration while selling a housing loan to a customer ?

Q.3) Differentiate between Retail and Corporate Banking.

Q.4) “Mutual Fund is a much better and safer avenue for a novice investor than direct investment in Stock Market.” Elaborate.

Q.5) How Selling Financial Services is different than Selling a Product ? Explain thoroughly with the help of examples.

Q.6) What do you mean by IRDA ? What are its functions ?

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

(a) Personal Loan

(b) Venture Capital

(c) Systematic Investment Plan

(d) NBFC

[3678]-33/1

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[3678]-32

M. M. M. (Semester - III) Examination - 2009

MARKETING AND LAWS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Define 'Goods'. Write explanatory note on 'Rights of Unpaid Seller'. [14]

Q.2) Elaborate various ingredients of a valid contract and why contract is called Terminated by Performance and by Legal Tender under Indian Contract Act ? [14]

Q.3) What are various redressal agencies under Consumer Protection Act ? [14]

Q.4) Explain Procedure for Registration of a Trade Mark and what are various effects of Registration ? [14]

Q.5) What is Contract of Agency ? What are various duties and responsibilities of Principal and Agent ? [14]

Q.6) Write notes on : [14]

(a) Legal Provisions Relating to Copyrights

(b) Legal Provisions Relating to Patents and Trademarks, Labelling and Packaging.

[3678]-32

1

P.T.O.

- Q.7)** Explain Promissory Note, Bill of Exchange and various rights of True Owner. **[14]**
- Q.8)** Define 'Adulteration'. Write legal provisions regarding Food and Drug Adulteration. **[14]**
-

Total No. of Questions : 6]

[Total No. of Printed Pages : 3

[3678]-31

M. M. M. (Semester - III) Examination - 2009

INTERNATIONAL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Question No. 6 is compulsory and carries 22 marks.

*(2) Attempt **any 3** questions out of the remaining each carrying **16 marks.***

Q.1) (A) Define and explain Scope of International Marketing. [06]

(B) Discuss various driving and restraining forces of International Marketing. [10]

Q.2) “Cross Cultural Marketing poses biggest challenge to today’s Marketers.” Critically comment on this statement. [16]

Q.3) Explain advantages and disadvantages of Standardised Global Advertising Theme with live examples. [16]

Q.4) Explain factors influencing International Pricing Decisions. [16]

Q.5) Write short notes : (Any Four) [16]

(a) Desk Research and International Marketing

(b) Piggyback Marketing

(c) International Product Life Cycle

(d) Product Adaptation

(e) Country Risk Analysis

(f) Hofstede’s Model of Cultural Analysis

Q.6) Case Study : (Compulsory Question)

“We want to be affordable to all consumers across various price points.”

– **Harmeet Pental, MD, Avon Beauty Products (India) Ltd.**

Avon entered India in 1996. The company took two years to test market their products. After that the product portfolio was made as per Indian consumer's Product and Price Preferences. The first portfolio of the products was for high end customers.

Avon's multilevel business strategy was not successful in India. In 1998, they dropped multilevel system and adopted single level direct sales structure. It took Avon 2 years to understand sales structure strategies in India. One more reason for launching a single level structure was that the model was used all over the world and multilevel sales were Avon's Core Competency.

India has a good growth opportunity for Avon products. In the year 2003, Avon registered a growth rate of 34.5% over previous year.

In the year 2004, Avon introduced several new products in the mass segment, along with attractive prizes to be won.

Avon had two-fold strategy to strengthen Avon product portfolio, and to expand its distribution network. Avon wanted to be affordable to all consumers across various price points. It had make-up, skin care and fragrance products priced to suit all segments.

It launched 125 new Stock Keeping Units (SKUs) in 2004.

By 2009 Avon had 1,25,000 distributors through direct channels in 30 cities and another 50 through indirect.

Colour Cosmetics are the largest in terms of product sale and skin care and fragrances have the same percentage sales.

The pricing strategy is very simple, price more or less the same as competitors.

Avon had a 5% share of the domestic cosmetics, fragrances and skin care market through direct marketing.

Avon leveraged its distribution network in jewellery, intimate apparels and nutrition and well-being products (e.g. nutritional supplements and anit-oxidants).

The biggest challenge facing any cosmetics company in India which uses direct selling channel is that of the proliferation of scam companies. “The Indian Direct Selling Association (IDSA) had submitted a draft act to the Government to regulate direct selling industry two years ago. Industry has raised several issues such as protecting consumers against Pyramid Schemes, legitimising the industry, and distinguishing genuine direct sellers from look - alikes.

Avon has third-party contract manufacturers, which include Aero Pharma (which manufactures lipsticks, pressed powders, lip balms fragrances, scrubs and face masks) Shree Shiddhi Vinayak (which produces talcs). Assam Cosmetics (which makes cold creams and body lotions) and Colortek (manufacturer of cold cream, sunscreens, body lotions) among some others.

Answer the following questions :

- (a) Discuss Avon’s pricing strategy in India. [08]
- (b) What will be the advantages of Direct Selling v/s Multi-level Sales for Avon India. [04]
- (c) Comment on Product Strategy of Avon with the help of Ansoff’s Matrix. [06]
- (d) What advantages Avon has enjoyed by leveraging its distribution network. [04]

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3678]-406

M. M. M. (Semester - IV) Examination - 2009

RURAL AND AGRICULTURAL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Question No. 1 is compulsory. Attempt any three of the remaining questions.*
- (2) *Make and state your assumptions wherever necessary.*
- (3) *Give illustrations to substantiate your answers.*

-
-
- Q.1)** (A) Shri Niranjana Ujgare is newly appointed Managing Director of a Fertiliser Company. He wants to provide a Blue Print to all his Regional Managers for giving boost to sales of the company's products. Prepare a brief for the purpose. [15]
- (B) Discuss in short the complimentary relationship between Rural and Urban Marketing. [10]
- Q.2)** Elaborate causes for low uptake in Marketing Profitability of Agricultural Produce. [15]
- Q.3)** Critically examine nature and scope of Agribusiness in present situation. [15]
- Q.4)** State different dimensions and salient features of Indian Rural Economy. [15]
- Q.5)** Explain need of development of infrastructure facilities in Rural India. [15]

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

[15]

- (a) Segmentation in Rural Marketing
 - (b) Reasons for Slow Progress in Co-operative Sector
 - (c) Difference in the Interests of Agricultural Producers and Consumers at large.
 - (d) Non-conventional Forms in Research in Rural and Agricultural Marketing
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-405

M. M. M. (Semester - IV) Examination - 2009

INDUSTRIAL MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** You are a provider of Industrial Cleaning Service. Prepare a Sales Presentation for a company engaged in manufacturing of soft toys. State your assumptions clearly.
- Q.2)** Discuss with example how Industrial Buying Process is different from Consumer Buying Process. Give examples.
- Q.3)** How are Industrial Goods and Services classified ? How does the buying process differ for each of the classification ?
- Q.4)** Which factors would you consider while deciding price of any industrial product in general ? Which specific factors you will consider for pricing of Computer Maintenance Service ?
- Q.5)** Discuss opportunities and threats to marketing of Industrial Products due to global sourcing for India.
- Q.6)** Explain Process of Segmentation, Targetting and Positioning of Industrial Products and Services with suitable examples.

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

- (a) Reseller's Market
 - (b) Role of Personal Selling for Industrial Products
 - (c) Distribution Channels for Industrial Products
 - (d) Demand Forecasting for Industrial Products
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-404

M. M. M. (Semester - IV) Examination - 2009

DIRECT MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** What is Corporate Communications ? Enlist and explain specific requirements and skills for a Successful Corporate Communicator.
 - Q.2)** What is the importance of In-house Communication ? Explain Design and Conceptualization Process of –
 - (a) House Journals
 - (b) Customer News Letter
 - Q.3)** As a Event Manager for a Event Management Company how will you organise an exhibition of ‘Construction Equipments’ ?
 - Q.4)** You have been appointed to make a presentation on Internet Facility provided by your Internet Service Provider company. How will you make the presentation more effective ?
 - Q.5)** How to organise a Press Conference ? Give steps involved in drafting and releasing of Press Releases.
 - Q.6)** Define Direct Marketing. Give its role and significance with suitable examples.
 - Q.7)** Write short notes : (**Any Two**)
 - (a) Sales Promotion Brochures
 - (b) Media Selection for PR
 - (c) Reference Manuals

[3678]-404/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-403

M. M. M. (Semester - IV) Examination - 2009

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) To the Exporters what institutional support is available from Government, Semi-Government and Autonomous Organisations ?

Q.2) How 'Foreign Exchange Rates' are decided, understood and protected against adverse situation ?

Q.3) Explain the following documents :

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

Q.4) What facilities and incentives are provided to Exporters by Government ?

Q.5) How, Exporter arranges External Commercial Borrowings, Pre and Post Shipment Finance ?

Q.6) Explain in detail various types of Letters of Credit and define Letter of Credit.

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

- (a) Exporting as Market Entry Strategy
- (b) Procedure for Sending Samples Overseas
- (c) Appointment of Overseas Agent
- (d) Documents for Transportation of Goods
- (e) Institutional Support to Exporter from Autonomous Organisations

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-402

M. M. M. (Semester - IV) Examination - 2009

STRATEGIC MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) “Marketing Strategy is a product of the vision, mission, goals and objectives of the organisation.” Discuss.

Q.2) Explain with examples how competition analysis is useful in gaining competitive edge.

Q.3) Discuss concept and objectives of Strategic Marketing Management.

Q.4) “Implementation of Marketing Strategy in Services Sector is a challenging task.” Comment.

Q.5) Enumerate different pricing strategies with their merits and demerits.

Q.6) Name of the Company : XYZ Motors Ltd.

Product : ABC - Small Car (Priced Rs. 1 lakh)

As a key person of strategic management team, formulate strategy for marketing of the product.

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

(a) Porter’s 5 Forces Model

(b) BCG Matrix

(c) Constraints in Marketing Strategy Implementation

[3678]-402/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-401

M. M. M. (Semester - IV) Examination - 2009

BRAND MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt any 5 questions.*
 - (2) All questions carry equal marks.*
-
-

Q.1) Explain process of New Product Development.

Q.2) Explain with the help of any 2 FMCG brands the process of Brand Building.

Q.3) Explain concept of Retail Brand Vs. Manufacturer Brand.

Q.4) What are the types of Brand Extensions ? Discuss advantages and disadvantages of Brand Extension.

Q.5) What do you understand by Brand Equity ? Explain various methods of calculating Brand Equity.

Q.6) What is Brand Endorsement ? Explain role of celebrities in endorsing the Brand.

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

- (a) Co-branding
 - (b) Brand Architecture
 - (c) Brand Positioning of Fanta 'Apple'
 - (d) Ingredient Branding
-

[3678]-401/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 3

[3678]-56

M. M. M. (Semester - IV) Examination - 2009

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(2002 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

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

(2) All questions carry equal marks.

(3) Use of simple calculator is allowed.

SECTION - I

Q.1) Define Management Accounting. Explain how it differs from Financial as well as Cost Accounting.

Q.2) What do you mean by various Accounting Principles ? Explain various accounting concepts and conventions used in Double Entry System.

Q.3) Explain the following terms with appropriate examples :

- Trial Balance
- Fixed Cost and Variable Cost
- Sunk Cost and Opportunity Cost

SECTION - II

Q.4) Using the information and the forms given below, compute Balance Sheet for a firm having sales of Rs. 36 lakhs.

Sales/Total Assets	3
Sales/Fixed Assets	5
Sales/Current Assets	7.5
Sales/Inventories	20
Sales/Debtors	15
Current Ratio	2
Total Assets/Net Worth	2.5
Debt/Equity	1

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Net Worth	–	Fixed Assets	–
Long Term Debt	–	Inventories	–
Current Liabilities	–	Debtors	–
		Liquid Assets	–
	–		–

Q.5) From the following Balance Sheet of M/s. AB for the year ended 31st December, 2006 and 2007 prepare funds flow statement :

Liabilities	2006	2007	Assets	2006	2007
Share Capital	40,000	57,500	Plant	7,500	10,000
Creditors	10,600	7,000	Stock	12,100	13,600
P and L A/c.	1,400	3,100	Debtors	18,100	17,000
			Cash	14,300	27,000
Total	52,000	67,600	Total	52,000	67,600

Q.6) The Sales Turnover and Total Cost of M/s. BBC Ltd. are as under :

Year	Sales (Rs.)	Total Cost (Rs.)
2003	1,50,000	1,20,000
2004	1,80,000	1,42,500

You are required to calculate :

- (a) Profit Volume Ratio
 - (b) Fixed Cost
 - (c) Break-even Point
 - (d) Sales to earn a profit of Rs. 45,000
 - (e) Variable Cost for 2004
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3678]-55

M. M. M. (Semester - IV) Examination - 2009

FUNDAMENTALS OF INFORMATION TECHNOLOGY

(2002 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

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

*(2) Each question carries **10** marks.*

Q.1) What is Operating System ? Explain its function.

Q.2) Explain each Component of Computer and its function.

Q.3) Why do we need File Service ? What are the basic services given by File Service ?

Q.4) Explain types of Computers.

Q.5) Explain role of Office Software in Marketing Division.

Q.6) What is Application Software and System Software ?

Q.7) Why do we need Numbering System ? Explain with example.

[3678]-55/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3678]-52

M. M. M. (Semester - IV) Examination - 2009

STRATEGIC MARKETING

(2002 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

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

Q.1) “Environment influences Marketing Strategy.” Discuss.

Q.2) Explain process of designing Distribution Channel.

Q.3) Explain various pricing methods and point out factors affecting Pricing Decision.

Q.4) Explain 5M’s of Advertising.

Q.5) “Services Marketing is different from Goods Marketing.” Explain.

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

- (a) Channel Logistics
 - (b) Sales Promotion
 - (c) Personal Selling
 - (d) Public Relations
 - (e) Marketing Strategy
-

[3678]-52/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3678]-51

M. M. M. (Semester - IV) Examination - 2009

MARKETING AND THE LAWS

(2002 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Answer under Indian Contract Act : [14]

(a) What is 'Contract', 'Offer' and 'Acceptance' ?

(b) What are various essential conditions for a valid contract ?

Q.2) Write notes on, under IT Act : [14]

(a) Objectives

(b) Digital Signature

(c) E-governance

Q.3) What is 'Complaint' ? What are the 'Redressal Agencies' under Consumer Protection Act ? [14]

Q.4) What is 'Trade Mark' ? What is the procedure for registration of Trade Marks ? [14]

Q.5) Define 'Principal', 'Agent'. What is the procedure for creation of Agency ? [14]

[3678]-51

1

P.T.O.

Q.6) Write notes : (Any Two)

[14]

- (a) Undue Influence
- (b) Copyright
- (c) Objectives of Consumer Protection Act

Q.7) Define 'Condition' and 'Warranty'. Distinguish between 'Condition and Warranty'.

[14]
