

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[3688]-101

P. G. D. M. M. (Semester - I) Examination - 2009

BASICS OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Attempt any five questions.

(2) All questions carry equal marks.

Q.1) Define 'Marketing'. State various approaches to Marketing.

Q.2) Explain in detail the Decision-making Process of Buyer.

Q.3) (A) What is Product Positioning ?

(B) How will you segment the market for Industrial Goods ?

Q.4) What do you mean by 'Product Life Cycle' ? State its importance in preparing Marketing Mix.

Q.5) Explain various methods of 'Pricing' a Product.

Q.6) How will you develop a 'Marketing Plan' for Consumer Goods ? Explain with the help of suitable example.

Q.7) Explain 'Functional Organisation' and 'Customer Based Organisation' for Marketing Department with suitable examples.

Q.8) Short notes : (Any Three)

- (a) Customer Value
 - (b) Niche Marketing
 - (c) Selling V/s. Marketing
 - (d) Marketing Audit
 - (e) New Product Introduction
 - (f) Packaging
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3688]-1

P. G. D. M. M. (Semester - I) Examination - 2009

BASICS OF MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt **any four** questions.
 - (2) All questions carry equal marks.
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Q.1) Distinguish between 'Selling and Marketing'.

Q.2) What do you understand by Consumer Buying Behaviour ? Explain stages in Consumer Buying Behaviour Process.

Q.3) Define Segmentation. Suggest and justify suitable bases of segmentation for :

- (a) Newspapers
- (b) Readymade Garments

Q.4) Explain concept of Product Life Cycle in detail with neat diagram.

Q.5) Explain various techniques of Marketing Control.

Q.6) What is a New Product ? Discuss various stages of development of new product with suitable examples.

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

- (a) Trends in Packaging
- (b) 4Ps (Marketing Mix)
- (c) Marketing Audit
- (d) Ethics in Marketing
- (e) Functions of Marketing

[3688]-1/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3688]-202

P. G. D. M. M. (Semester - II) Examination - 2009

INTEGRATED MARKETING COMMUNICATIONS

(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)** Explain with the help of suitable examples, various types of Advertisements.
 - Q.2)** How do the publicity and the advertising support each other, inspite of being different in nature ?
 - Q.3)** “Media Management is essential to ensure economy and effectiveness in an Advertising Campaign.” Discuss.
 - Q.4)** Describe pattern of departments in an Advertising Agency. What role do these departments play ?
 - Q.5)** Examine scope and significance of social responsibility-based Advertising Campaigns. Quote suitable examples.
 - Q.6)** Explain role of the following in an IMC Campaign :
 - (a) Event Management
 - (b) Trade Fairs and Exhibitions
 - Q.7)** Write notes : **(Any Two)**
 - (a) ‘AIDA’ Model
 - (b) Personal Selling
 - (c) Direct Marketing
 - (d) House Journals
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[3688]-202/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3688]-201

P. G. D. M. M. (Semester - II) Examination - 2009

RETAIL AND DISTRIBUTION MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) What are the major retail formats in India ?

Q.2) What are the criteria to be considered while selecting channel members ?

Q.3) Discuss different Store Layout Formats and importance of each Format.

Q.4) Discuss role of Wholesalers in Physical Distribution and different types of Wholesalers.

Q.5) Write short notes :

- (a) In-store Promotions
- (b) Private Label Brands in India
- (c) Channel Conflicts
- (d) Merchandising

Q.6) Supply Chain Management is a crucial factor in the success of Retail Outlets like Big Bazar and Spencers. Comment.

Q.7) A leading Fast Moving Goods Company undertook a market survey for toilet soaps in rural areas of Maharashtra. The survey studied and researched distribution chain of two major competitors and close rivals in the soap market.

The survey findings revealed that even though the soaps were comparable on features and price the competitor's products were showing better sales.

Identify Problem and suggest suitable remedies to correct the situation.

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3688]-22

P. G. D. M. M. (Semester - II) Examination - 2009

INTEGRATED MARKETING COMMUNICATIONS

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt any four questions.*
 - (2) All questions carry equal marks.*
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- Q.1)** Differentiate between Advertising and Publicity with the help of examples.
- Q.2)** How will you select an advertising agency for participation by your company in an International Trade Fair proposed to be held in UK London. Your company is engaged in Manufacturing and Marketing House-hold Appliances.
- Q.3)** What is meant by Broadcasting Media ? Briefly discuss advantages and limitations of different Broadcasting Media.
- Q.4)** What is Personal Selling ? Discuss advantages and disadvantages of Personal Selling with the help of examples.
- Q.5)** Define and explain concept of IMC. Discuss how IMC brings advantages to an enterprise ? Give examples.
- Q.6)** Write short notes : **(Any Two)**
 - (a) Elements of an Advertisement Copy
 - (b) Types of Advertisements
 - (c) Event Management
 - (d) Advertising Budget

[3688]-22/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3688]-21

P. G. D. M. M. (Semester - II) Examination - 2009

RETAIL AND DISTRIBUTION MANAGEMENT

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

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

Q.1) What factors influence the selection of Transportation Mode ? Discuss comparative merits and demerits of different Transportation Modes.

Q.2) Discuss the different types of Wholesalers in detail.

Q.3) What are Marketing Channels ? What is their role in the Channel Design ?

Q.4) What are the different Retailing Types ? Explain any one of them with examples.

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

- (a) Warehousing
- (b) Departmental Stores
- (c) Shopping Malls
- (d) Vending Machines

Q.6) Discuss concept of 'Franchising' in details with live examples.

[3688]-21/1