

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[3888]-101**

**P. G. D. M. M. (Semester - I) Examination - 2010**

**BASICS OF MARKETING**

**(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) (A)** Bring out differences between Selling and Marketing.

**(B)** Explain : Customer Satisfaction and Customer Delight.

**Q.2)** Define Consumer Behaviour. Explain in detail Post-purchase Behaviour of Consumer.

**Q.3)** Explain need for Environmental Analysis in Marketing. State how Technological and Political Environment affects Marketing Decision ?

**Q.4)** What do we understand by 'Market Segment' ? Discuss with suitable examples the basis for segmentation in 'Consumer Goods'.

**Q.5)** Discuss in detail Functional and Customer based Organisation Structure.

**Q.6)** State necessity of Marketing Planning. State various steps involved in Marketing Planning.

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

- (a) Marketing Mix
  - (b) Product Differentiation
  - (c) Marketing Control
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[3888]-102**

**P. G. D. M. M. (Semester - II) Examination - 2010**

**SALES MANAGEMENT**

**(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)** What is the Position of Sales Management and Personal Selling in the entire Marketing Mix ? Explain.
- Q.2)** Write advantages and disadvantages of Geographic, Product based and Customer based Sales Organisation. Show diagrams of all three types of Sales Organisation.
- Q.3)** What is the importance of Proper Selection and Recruitment of Sales People and what are the various Sources of Recruitment ?
- Q.4)** “Success of Sales Activity is largely dependent upon good Salesmen but they are not born as good Salesman.” Discuss in the context of Sales Training.
- Q.5)** What is Sales Planning and what are the steps involved in Sales Planning ?
- Q.6)** Why establish Sales Territories ? What are the steps in determining Sales Territories for a Firm ?

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

- (a) Sales Force Motivation
  - (b) Sales Force Compensation
  - (c) Sales Contests
  - (d) Sales Control
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Total No. of Questions : 8]

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[3888]-103

P. G. D. M. M. (Semester - I) Examination - 2010

LAWS RELATING TO MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

*Instructions :*

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

**Q.1)** Define the term Sale. State and explain Rights of Unpaid Seller under Sale of Goods Act.

**Q.2)** What is the Procedure for Registration of Trade Marks under the Trade Marks Act ?

**Q.3)** Who is Consumer ? State provisions relating to State and National Commission under Consumer Protection Act.

**Q.4)** What is Negotiable Instrument ? What are the various Rights of True Owners under The Negotiable Instruments Act ?

**Q.5)** Write notes under the Information Technology Act :

- (a) Digital Signature
- (b) E-commerce

**Q.6)** Explain provisions for Termination of Contract by Breach under Indian Contract Act.

**Q.7)** Explain important legal provisions under Food and Adulteration Act.

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

- (a) Fundamental Provisions under VAT
  - (b) Distinction between Warranty and Condition
  - (c) Copyright
  - (d) Patents
-

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**[3888]-11**

**P. G. D. M. M. (Semester - I) Examination - 2010**

**BASICS OF MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

***Instructions :***

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

**Q.1)** Define Marketing. Distinguish between Marketing and Selling.

**Q.2)** Define Segmentation. Explain various bases of Segmentation with examples.

**Q.3)** Define Brand. Discuss Brand Building Process in detail.

**Q.4)** Explain Process of New Product Development in detail.

**Q.5)** Elaborate various techniques of Marketing Control.

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

- (a) Market Research
  - (b) Marketing Audit
  - (c) Product Life Cycle
  - (d) Marketing Mix
  - (e) Positioning
- 

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Total No. of Questions : 8]

[Total No. of Printed Pages : 2

**[3888]-12**

**P. G. D. M. M. (Semester - I) Examination - 2010**  
**SALES MANAGEMENT AND MARKET RESEARCH**  
**(Old 2005 Pattern)**

Time : 3 Hours]

[Max. Marks : 60

*Instructions :*

- (1) Attempt *any two* questions from section I and *any two* questions from section II.
- (2) All questions carry equal marks.

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**SECTION - I : SALES MANAGEMENT**

- Q.1)** Discuss role and importance of Sales Management in today's modern world.
- Q.2)** Elaborate various methods used for Training of Salesforce.
- Q.3)** Explain various Sources of Recruitment used for Recruiting Salesforce by a Company.
- Q.4)** Write short notes : **(Any Three)**
- (a) Sales Motivation
  - (b) Sales Report
  - (c) Sales Planning
  - (d) Characteristics of Successful Salesman



## **SECTION - II : MARKET RESEARCH**

- Q.5)** Elaborate on the scope, limitations and applications of 'Marketing Research'.
- Q.6)** What is 'Sampling' in Marketing Research ? Explain various methods of Sampling.
- Q.7)** Explain various methods of Primary Data Collection used in Marketing Research.
- Q.8)** Write short notes : **(Any Three)**
- (a) Test Marketing
  - (b) Advertisement Research
  - (c) Questionnaire in Marketing Research
  - (d) Consumer Research
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[3888]-201**

**P. G. D. M. M. (Semester - II) Examination - 2010**

**RETAIL AND DISTRIBUTION MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Question No. 7 (Case Study) is compulsory.*
- (2) Answer **any four** questions from the remaining.*
- (3) All questions carry equal marks.*

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- 
- Q.1)** Keeping in mind the development happening in the Indian Retail Scene, what is the need of the hour for Indian Retailers ? **[14]**
- Q.2)** Discuss functions of Wholesalers and the different types of Wholesalers in brief. **[14]**
- Q.3)** How do facilities like adequate Banking and easy access to public transportation affect development of shopping areas ? **[14]**
- Q.4)** Discuss different types of Non-store Retailing Formats. **[14]**
- Q.5)** Discuss Intensive, Selective and Exclusive Distribution with relevant examples. **[14]**
- Q.6)** What is Merchandising ? Discuss steps in Merchandising Planning. **[14]**

**Q.7) Case Study :**

In Fashion is a store on Laxmi Road which is known for its fashionable apparels for women. They are planning launch of a new product line in women's wear which is formal wear for working women. They have plans to bring a celebrity to the store for launching this line of product. You are appointed as the Manager in charge of handling Promotion. How will you blend different components of the Promotion Mix to make this venture successful ?

**[14]**

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Total No. of Questions : 7]

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**[3888]-202**

**P. G. D. M. M. (Semester - II) Examination - 2010**

**INTEGRATED MARKETING COMMUNICATION**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt any five questions.*
- (2) All questions carry equal marks.*
- (3) Logical reasoning and appropriate examples will carry more marks.*

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- Q.1)** Which are the different components of IMC ? Explain advantages and disadvantages of each.
  - Q.2)** Draw organisation structure of an Ad Agency. Explain role of each department in campaign or communication process of any brand.
  - Q.3)** Differentiate between Direct Marketing and Personal Selling with suitable examples.
  - Q.4)** Sales Promotion Techniques are new Methods of Customer Attraction in the Era of Hypercompetitive Market. Explain.
  - Q.5)** What is Media Planning ? What is its significance ?
  - Q.6)** Formulate an Ad Strategy for 3G Mobile Phones.

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

- (a) AIDA
  - (b) Public Relation
  - (c) Event Management
  - (d) Hoarding Contractors
-

Total No. of Questions : 7]

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**[3888]-203**

**P. G. D. M. M. (Semester - II) Examination - 2010**

**SERVICES MARKETING**

**(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)** What are the basic characteristics of Services ? What are the implications of these characteristics in any Service Industry ?

**Q.2)** How will you segment the following services ?

(a) Banking

(b) DTH

**Q.3)** “Managing Service Quality is an important Marketing Strategy in Services Industries.” Analyse this statement.

**Q.4)** Suggest suitable Channels of Distribution for the following services :

(a) Health Club

(b) Airline

**Q.5)** Suggest Marketing Mix for the following Services :

(a) Beauty Parlour

(b) Advertising Agency

**Q.6)** Government of India has appointed you as a Consultant for Designing and Implementing a Campaign on 'Swine Flue Prevention'. Suggest a suitable Campaign Plan.

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

- (a) Service Blueprint
  - (b) Inconsistency
  - (c) Servqual (SERVQUAL Model)
  - (d) Service Recovery
-

**Total No. of Questions : 6]**

**[Total No. of Printed Pages : 1**

**[3888]-21**

**P. G. D. M. M. (Semester - II) Examination - 2010**

**RETAIL AND DISTRIBUTION MANAGEMENT**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

***Instructions :***

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

**Q.1)** (A) Discuss merits and demerits of different Transportation Modes.

(B) What factors influence Selection of Transportation Mode ?

**Q.2)** What are different considerations for designing Store Layout ? Elaborate with layout diagram of the store you have seen.

**Q.3)** Design a Promotional Plan for a Shopping Mall in a major city.

**Q.4)** What are the different types of Conflicts that can occur between Marketing Intermediaries and how can they be resolved ?

**Q.5)** Explain role of a Wholesaler in the Distribution Channel.

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

- (a) Warehousing
  - (b) Direct Marketing
  - (c) New Trends in Retailing
  - (d) Inventory Management
  - (e) Channel Performance Assessment
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[3888]-22**

**P. G. D. M. M. (Semester - II) Examination - 2010**

**INTEGRATED MARKETING COMMUNICATION**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 60**

***Instructions :***

- (1) Attempt **any four** questions.*
  - (2) All questions carry equal marks.*
  - (3) Logical reasoning and appropriate examples will carry more marks.*
- 
- 

**Q.1)** Define Advertising. Which media are used for Advertising ? Explain advantages and disadvantages of the same.

**Q.2)** What is Sales Promotion ? What are different types of Sales Promotions ? Explain with examples.

**Q.3)** According to you, what are the reasons behind companies adopting Public Relation as a tool for Customer Retention ?

**Q.4)** Which are the different methods of deciding Ad Budgets ?

**Q.5)** Formulate an Ad Message for any Social Responsibility Program.

**Q.6)** Short notes : **(Any Three)**

- (a) Client Agency Relationship
- (b) Importance of Advertising
- (c) Advertising Objectives
- (d) Ad Agency
- (e) Personal Selling Vs. Direct Marketing

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**[3888]-22/1**