

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-101

M. M. M. (Semester - I) Examination - 2011

PRINCIPLES AND PRACTICES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Explain the Contribution of Taylor and Weber in Development of Management Thought.

Q.2) Briefly explain the Process and Components of Management.

Q.3) Discuss the Maslow's Theory of Motivation.

Q.4) Explain McGregor's Theory X and Y as a Foundation of Individual Behaviour.

Q.5) Define Leadership. Explain various Leadership Traits required of an Manager in todays context.

Q.6) Explain concept and importance of Corporate Social Responsibility in detail.

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

- (a) TQM
 - (b) Group Dynamics
 - (c) Knowledge Workers
 - (d) Hawthorne Experiments
-

[4078]-101/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-102

M. M. M. (Semester - I) Examination - 2011

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) There is Close Relationship between Marketing Mix and Environment Variable. Justify how Environment affects Marketing Mix Elements Modification ?

Q.2) Developing, Testing and Launching a new product requires critical analysis of various factors. Explain with suitable examples.

Q.3) Pricing is different than other element of Marketing Mix. Explain. What steps are required for Formulating Pricing ? Explain various types of Pricing Strategies.

Q.4) What are different Promotion Tools available for Marketers ?

Q.5) What are the levels, functions and flows of Marketing Channels ? Critically evaluate the Channel Design and Channel Management Decisions.

Q.6) What is Product Life Cycle ? How and why strategies differ at various stages of Product Life Cycle ?

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

- (a) Advantages and Disadvantages of Personal Selling
 - (b) Marketing Control Techniques
 - (c) Product Positioning Strategy
 - (d) Packaging and New Trends in Packaging
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

[4078]-103

M. M. M. (Semester - I) Examination - 2011

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

SECTION - I

- Q.1)** Distinguish between Management Accounting, Financial Accounting and Cost Accounting. State the advantages and limitations of Management Accounting. How Management Accounting is related with other Streams of Accounting ?
- Q.2)** With the help of a Simple Break-even Chart and Contribution Break-even Chart, explain the significance and method of calculation of the following terms :
- Contribution
 - Profit Volume Ratio
 - Break-even Point
 - Margin of Safety
 - Angle of Incidence
- Q.3)** Explain in detail the meaning and importance of Budget and Budgetary Control in assisting the Management for controlling the operations.

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

- (a) Labour Cost Variances
- (b) Limitations of Standard Costing
- (c) Flexible Budget
- (d) Various stages involved in Procurement of Materials

SECTION - II

Q.5) Following is the information given in respect of Shubh Pvt. Ltd. :

Particulars	Amount (Rs.)
Stock of Raw Material (1-1-2007)	3,000
Purchase of Raw Material	75,000
Direct Wages	60,000
Sales of Finished Goods	1,63,000
Stock of Raw Material (31-1-2007)	3,200
Works on Cost	12,000
Office on Cost	14,680

The company has to give tender. Raw Material Costs Rs. 4,000 and Wages Rs. 5,000. The percentages of works on cost to wages and percentages of office on cost to work cost remain same. Tender is to be made at 20% profit on selling price.

Q.6) Following details are available from the records of Amrut Ltd. for a month regarding the standard labour hours and rates of an hour for a product :

	Hours	Rate per hour Rs.	Total Rs.
Skilled	10	3.00	30.00
Semi-skilled	8	1.50	12.00
Unskilled	16	1.00	16.00
			<u>58.00</u>

The actual production for the product was 1,500 units for which the actual hours worked and rates were as follows :

	Hours	Rate per hour Rs.	Total Rs.
Skilled	13,500	3.50	47,250
Semi-skilled	12,600	1.80	22,680
Unskilled	30,000	1.20	36,000

Calculate :

- (a) Labour Cost Variance
- (b) Labour Rate Variance
- (c) Labour Efficiency Variance
- (d) Labour Mix Variance
- (e) Labour Cost Variance

Q.7) Explain the various stages involved in the purchase of material till its consumption for production. Give necessary format of documents, which are prepared in the process.

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-104

M. M. M. (Semester - I) Examination - 2011

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 wherever necessary.*

Q.1) Define Managerial Economics. Discuss its scope and practical significance.

Q.2) What are the objectives of Demand Forecasting ? Discuss any two methods of Demand Forecasting with their merits and demerits.

Q.3) Why Joint Stock Company as a form of business organisation has become popular in Industrial Economies ? Substantiate your answer with suitable examples.

Q.4) Define Production Function. Explain the three stages of Law of Variable Proportion.

Q.5) Describe the classification of Market, on the basis of Degree of Competition.

Q.6) Discuss any two Profit Policies of Firms.

Q.7) Write notes on **any two** of the following :

- (a) Elasticity of Supply
- (b) Need for Government Intervention
- (c) Opportunity Cost
- (d) Break-event Analysis

[4078]-104/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4078]-105

M. M. M. (Semester - I) Examination - 2011

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.*

-
-
- Q.1)** (A) Define Research. State the objective of Research and role and motivation in Uplifting Quality of Research. [10]
- (B) Prepare a frequency distribution table for the following data :
- 10 17 15 22 11 16 19 24 29 18 25 26 32 14 17
20 23 27 30 12 15 18 24 36 18 15 21 28 33 38
34 13 10 16 20 22 29 19 23 31
- Take classes as 10-15, 15-20, 20-25 etc. [05]
- (C) Draw barchart for the data tabulated above. [05]
- Q.2)** Explain the steps involved in Experimental Method of Research. [10]
- Q.3)** “Researcher may be forced to adopt convenience sample.” Explain the statement and give advantages, disadvantages of Convenience Sampling. [10]
- Q.4)** Explain the skills required by the interviewer while conducting an interview for collecting data. [10]
- Q.5)** Prepare a questionnaire to collect the opinion towards environmental campaign by a leading mobile service providers. [10]

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

[20]

- (a) Social Research
 - (b) Sources of Errors
 - (c) Quota Sampling
 - (d) Graphical Representation of Data
 - (e) Importance of Hypothesis
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-106

M. M. M. (Semester - I) Examination - 2011

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)** What do you understand by the term Consumer Behaviour ? Why is the Study of Consumer Behaviour important ?
 - Q.2)** Explain the steps in the Consumer Decision-making (Buying Process) keeping in mind purchase involvement levels.
 - Q.3)** Define Consumer Satisfaction. Explain the relationship between Consumer Satisfaction, Repeat Purchase and Committed Customer.
 - Q.4)** Enlist the different Models of Consumer Behaviour and explain any one model of your choice along with a graphical representation.
 - Q.5)** Discuss the changes in Consumption Pattern along the Family Life Cycle.
 - Q.6)** What do you understand by Consumer Learning ? Explain various Learning Theories along with their pre marketing implications.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Characteristics of Industrial Buying
 - (b) Malsow's Theory of Hierarchy of Needs
 - (c) Creating a Buzz (give examples)
 - (d) Consumer Complaints Handling

[4078]-106/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4078]-201

M. M. M. (Semester - II) Examination - 2011

SERVICES MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Q. 5 and Q. 6 are compulsory.*
- (2) *Attempt any 2 questions from Q. 1 to Q. 4.*
- (3) *Marks are indicate to the right of the paper.*

-
-
- Q.1)** What are Services ? Discuss the growth of the Service Sector in the Indian Context. **[15]**
- Q.2)** Why is Distribution Crucial to Services ? Discuss the challenges faced by Marketers in the Distribution of Services. **[15]**
- Q.3)** What role do Personal Selling, Advertising and Public Relations play in : **[15]**
- (a) Attracting new customers to visit a Service Outlet.
 - (b) Retaining Existing Customers.
- Q.4)** Discuss the characteristics of Services with relevant examples. **[15]**
- Q.5)** Write short notes : **(Any Four)** **[20]**
- (a) Self Service Technologies in Services
 - (b) Gap Model
 - (c) Positioning Strategies for Services
 - (d) Service Failure and Recovery
 - (e) Service Blueprint

[4078]-201

1

P.T.O.

Q.6) CASE STUDY :

Most of the 5-star Hotels have some kind of collaboration or joint venture with one of the international chain of 5-star Hotels. Obviously, these hotels use brand name, processes and even employees in their Indian operations.

Mr. Lokesh Thakur, Indian Entrepreneur doesn't believe in these collaborations or joint ventures. Instead, he wants to establish a 'Desi' 5-star Hotel in a city like Mumbai. The services of the 'Desi' 5-star Hotel should be at par with any internationally connected 5-star Hotel.

Mr. Lokesh Thakur is looking for the expert consultant, who can map total services delivery process for 'Desi' 5-star Hotel. Suppose you are his consultant, how would you advise Mr. Lokesh Thakur ? **[20]**

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-202

M. M. M. (Semester - II) Examination - 2011

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) Discuss the steps involved in deciding the Store Location.

Q.2) A large Indian Pharmaceutical Company is planning to enter into medicine retailing. Design organisation strategy for them.

Q.3) Suggest appropriate segmentation, targeting and positioning strategies for the PLUS Store - Specialty Store for Garments.

Q.4) Discuss the different factors affecting Store Layout.

Q.5) Discuss Concept of Product Life Cycle in light of Vishal Megamart.

Q.6) Discuss various applications of IT in Retailing. Explain advantages of IT in Retailing.

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

- (a) Careers in Retailing
- (b) Non-store Retailing
- (c) Franchising in Retailing

[4078]-202/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-203

M. M. M. (Semester - II) Examination - 2011

SALES MANAGEMENT AND PERSONAL SELLING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define the term Sales Management. Explain the functions of Sales Management in detail quoting suitable examples.
 - Q.2)** Define Personal Selling and state the importance of Personal Selling.
 - Q.3)** What is Sales Forecasting ? Explain various methods of Sales Forecasting and state the merits and demerits of each method.
 - Q.4)** Explain the need for Sales Organisation. Explain in detail various types of Sales Organisation Structures.
 - Q.5)** Discuss the role of Sales Training and explain various methods of Sales Force Training.
 - Q.6)** Explain Recruitment, Selection and Training Process of Sales Force in detail with the help of supporting examples.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Responsibilities and Functions of Sales Manager
 - (b) Value Added Selling
 - (c) Sales Budget
 - (d) Customer Education

[4078]-203/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-204

M. M. M. (Semester - II) Examination - 2011

DISTRIBUTION MANAGEMENT AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) “Wholesaler has to take various Marketing Decisions.” Discuss in detail.

Q.2) Explain the importance of Channel Selection Process. What are the guidelines to be followed by the Marketer in Selection of Conventional Marketing Channels ?

Q.3) Discuss with examples concept and importance of Integrated Marketing Channels.

Q.4) Explain the term ‘Supply Chain Management’. Discuss its importance in Competitive Market Environment.

Q.5) Define ‘Marketing Channels’. Describe different forms of Channels with advantages and disadvantages.

Q.6) “Physical Distribution is an important element of Marketing Mix.” Justify with suitable examples.

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

- (a) Material Handling
- (b) Direct Marketing
- (c) Multichannel Marketing
- (d) Inventory Management
- (e) Channel Conflict

[4078]-204/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-205

M. M. M. (Semester - II) Examination - 2011

MARKET RESEARCH

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** “Market Research plays vital and crucial role in successful launch of product.” Do you agree ? Support your answer with suitable examples.
- Q.2)** What is Secondary Data ? Explain various sources for collection of Secondary Data. Also enlist various problems faced by Researchers related to Secondary Data.
- Q.3)** Discuss various Scaling Techniques used by Researchers.
- Q.4)** Design a Complete Market Research Plan to study use of Internet by Customers in online buying of Air Tickets for Domestic and International Flights. Make necessary assumptions.
- Q.5)** Explain the following :
- (a) National Readership Survey
 - (b) Research in Advertising Decisions
- Q.6)** Explain different Probability and Non-probability Sampling Techniques.
- Q.7)** Write short notes : **(Any Two)**
- (a) Research Questionnaire
 - (b) Types of Research
 - (c) Research Report
 - (d) Telephonic Interview

[4078]-205/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-206

M. M. M. (Semester - II) Examination - 2011

RELATIONSHIP MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Attempt any five questions.

(2) All questions carry equal marks.

Q.1) Trace the evolution of Relationship based Marketing from the Traditional based Marketing in the Indian Context.

Q.2) “Relationship Marketing in Consumer Markets is different from that of Services.” Discuss with relevant examples.

Q.3) Why is Customer Satisfaction important ? Discuss the issues which organisations must handle in order to ensure Customer Satisfaction.

Q.4) Discuss how Information Technology affects the building and strengthening of Relationship in the Marketing Context. Cite examples.

Q.5) How does relationship approach contribute to the Distribution Function ? Explain giving examples.

Q.6) Describe various levels of Customer Profitability Analysis.

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

(a) Mutual Trust in Buyer - Seller Relationship

(b) On-line Marketing and Relationship Building

(c) Customer Acquisition Vs Customer Retention

(c) Recency Frequency Monetary Value (RFM) Model

[4078]-206/1

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[4078]-21

M. M. M. (Semester - II) Examination - 2011

SERVICES MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any two** questions from Q. Nos. 1 to 3. Each of them carries **15 marks**.
- (2) Question Nos. 4 and 5 are compulsory. Each of them carries **20 marks**.

-
-
- Q.1)** Services Industry has grown multi-fold in India, in last ten years. Explain the reasons for development of Services Industry. [15]
- Q.2)** What are 4 I's of Services ? Explain with examples. [15]
- Q.3)** Discuss relationship between Service Quality and Customer Satisfaction in Services Marketing in detail. [15]
- Q.4)** Write short notes on **any four** of the following : [20]
- (a) Service Blueprint
 - (b) Classification of Services
 - (c) Future of E-services
 - (d) Service Delivery Process
 - (e) Extended Services Marketing Mix

Q.5) Case Study :

[20]

Assumed Study of Bharat Sanchar Nigam Ltd. :

Telecommunication companies have achieved phenomenal growth in India and have dramatically improved our living. B.S.N.L. has faced tremendous competition from Tata Indicom, Reliance Tele-Services, Airtel etc. and as the net result emerged as transformed, improved, versatile company struggling for self-development : to provide better services - for LANDLINE Network, for MOBILE access to reach most of the places; for SURFING through the unlimited, magical world of INTERNET. On the basis of your study of services marketing, give your comments to explain how B.S.N.L. achieved these competitive advantages : with reference to the following determinants of Service Quality :

- (a) Reliability
 - (b) Responsiveness and also with reference to their promotional strategies.
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-22

M. M. M. (Semester - II) Examination - 2011

RETAIL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) Each question carry **14 marks**.*

-
-
- Q.1)** Explain the significance and importance of Retailing with special reference to Organised Retailing.
 - Q.2)** Discuss the salient features of Store Administration, with special reference to Store Inventories and Displays.
 - Q.3)** Develop CRM Programme for a local fast food outlet near your institute. How can this programme help in improving sales ?
 - Q.4)** Explain Concept of Merchandising. Discuss the factors that influence Merchandising Functions.
 - Q.5)** Efficient Supply Chain Management is most important element for Agri-based Organised Retailing. Justify with relevant examples.
 - Q.6)** Discuss the role of I.T. in Modernising Store Operations. Give suitable examples.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Private Label Brands
 - (b) Importance of Personal Selling in Retailing
 - (c) Franchising

[4078]-22/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-23

M. M. M. (Semester - II) Examination - 2011

SALES MANAGEMENT AND PERSONAL SELLING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Define Sales Management. Elaborate in detail the functions of Sales Management.

Q.2) What is Sales Forecasting ? Explain the methods of Sale Forecasting with the merits and demerits.

Q.3) Explain various techniques of Motivating Sales Force.

Q.4) What alternative organisation structure will you consider for Consumer Durable Company ? Justify your answer with suitable examples.

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

(a) Personal Selling Objectives

(b) Sales Budget

(c) Sales Meeting

(d) Sales Contest

Q.6) What is Recruitment ? Explain the critical steps in Selection Process of Sales Person.

Q.7) What are the important components sales person is expected to understand in improving his Market and Product Specialisation ?

[4078]-23/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-24

M. M. M. (Semester - II) Examination - 2011

DISTRIBUTION MANAGEMENT AND LOGISTICS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define and explain the need and importance of Marketing Channels. Describe different forms of Marketing Channels. Also explain their functions.
 - Q.2)** Explain concept and objectives of Physical Distribution. Also explain components of Physical Distribution.
 - Q.3)** What do you understand by Retailing ? Explain the importance of Retailers and function of Retailers.
 - Q.4)** Explain the role and significance of Wholesalers. What are the different types of Wholesalers ? Explain with relevant examples.
 - Q.5)** What is 'Channel Conflict' ? Why does it occur ? How can Channel Conflicts be resolved ? Explain with examples.
 - Q.6)** Explain need for and techniques of Channel Selection and Channel Evaluation.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Channel for Distributing Antivirus Software
 - (b) Materials Handling
 - (c) Types of Retailers

[4078]-24/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-25

M. M. M. (Semester - II) Examination - 2011

MARKET RESEARCH

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Discuss the nature, scope and limitations of Market Research.

Q.2) Discuss the following methods of Collecting Data with their relative advantages and disadvantages :

- (a) Observation
- (b) Telephone Interview

Q.3) What do you mean by Sampling Process ? Elaborate various Methods of Sampling.

Q.4) “Designing a proper questionnaire helps in success of a Research Project.” Analyse the statement by giving essentials of Good Questionnaire.

Q.5) Explain the following :

- (a) Perceptual Map
- (b) Nominal and Ordinal Scale

Q.6) A multinational company is planning to launch a brand of packaged coconut water. They are looking for South India as a Market. Design a suitable Market Research Plan for this company to find out the perception of customers about this kind of Product.

[4078]-25

1

P.T.O.

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

- (a) Web based Survey
 - (b) Open Ended and Close Ended Questions
 - (c) Retail Store Audit
 - (d) Research in Advertising
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-26

M. M. M. (Semester - II) Examination - 2011

RELATIONSHIP MARKETING

(Old 2005 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)** Briefly describe evolution of Relationship Marketing and its significance in Indian Context.
- Q.2)** Discuss how the Information Technology affects the Building and Strengthening of Relationship in the Marketing Context. Cite examples.
- Q.3)** Discuss the steps involved in developing Relationship Marketing Approach in Mass Markets. Give examples.
- Q.4)** How does Relationship Approach Contribute to the Distribution Function ?
- Q.5)** Describe various levels of Customer Profitability Analysis and explain how it is useful to Small and Medium Scale Enterprises.
- Q.6)** As a Business Relationship Manager of Telecommunication 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) Buyer - Seller Relationship
 - (b) Loyalty Schemes
 - (c) Life Time Value

[4078]-26/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4078]-301

M. M. M. (Semester - III) Examination - 2011

INTERNATIONAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) Attempt any three out of the remaining. (16 marks each)

Q.1) Describe various Product-promotion Strategies for International Markets. Support your answer with suitable examples.

Q.2) Critically examine various Market Entry Strategies available to an International Marketer.

Q.3) Explain Concept of International Marketing. What are the forces driving International Marketing and What are the challenges in this field ?

Q.4) “Environmental Analysis is crucial for success in International Marketing.” Elaborate.

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

(a) Challenges in International Marketing Communications

(b) Sources of Secondary Data

(c) M & A

(d) Push and Pull Strategies

Q.6) Case Study :

Mahindra and Mahindra is a major player in the tractor and other segments of the automobile market in India. After an initial growth for a few years, the tractor market in India has been stagnating during the period 1999-2001.

M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. The company has a 100 percent subsidiary

in USA, Mahindra USA, with a strong network of 100 dealers. Mahindra has a 5 percent market share in the US market in the 28-30 horse power (HP) range.

As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a Memorandum Of Understanding (MOU) with the Korean tractor major - Tong Yang, a part of the \$2 bn. Tong Yang Moolsam Group, according to which Mahindra will source high horse power (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To begin with the premium range of tractors will be sold in the US.

M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have, a must for a strong presence in the US Market.

Questions :

- (a) How is the market expansion beneficial to M & M ?
 - (b) How does the strategic alliance with Tong Yang benefit M & M ?
 - (c) What are the possible risks in alliance ? How can they be overcome/minimised ?
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-302

M. M. M. (Semester - III) Examination - 2011

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) “Capacity of the parties plays vital role in the Contract.” State and explain with the help of relevant provisions for capacity of the parties under Indian Contract Act.

Q.2) When offer and acceptance is called as valid under Indian Contract Act ?

Q.3) What are the objectives of the Information Technology Act ? State and explain the provision relating to Digital Signature and Electronic Governance.

Q.4) Answer **any two** under Negotiable Instruments Act :

(a) Cheque and Promissory Note

(b) Objectives of the Act

(c) Provisions for Dishonour of Negotiable Instrument

Q.5) Define the term ‘Goods’. What are the various rights of Unpaid Seller under the Sale of Goods Act ?

Q.6) Explain the procedure for Registration of Trademarks under Trade and Merchandise Act.

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

- (a) Creation of Contract of Agency
 - (b) Valid Contract
 - (c) Filing Returns under VAT
 - (d) Endorsement
-

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

[4078]-303

M. M. M. (Semester - III) Examination - 2011

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) Define Financial Services. Discuss the difference between Goods and Services. [14]

Q.2) Explain Insurance and Risk Management. Discuss the role and responsibility of Asset Management Co. towards Investor. [14]

Q.3) Explain the impact of Technology on Bank Marketing with suitable examples. [14]

Q.4) What is Mutual Fund ? Explain different types of Mutual Funds in details. [14]

Q.5) Discuss the New Development in Housing Finance Sector to the Indian Era. [14]

Q.6) What are the advantages of Credit Cards ? Discuss the future of Credit Cards in Indian Economy. [14]

Q.7) Discuss the role of IRDA in detail. [14]

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

[14]

- (a) Merchant Banking
 - (b) Retail Bank Products
 - (c) Financial Planning Process
 - (d) Structure of a Mutual Fund
 - (e) Venture Capital
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-304

M. M. M. (Semester - III) Examination - 2011

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)** Discuss Concept of Integrated Marketing Communication and its role in the Marketing Mix.
 - Q.2)** Define Sales Promotion. Discuss the types and techniques of Sales Promotion.
 - Q.3)** Explain the Process of Media Planning in detail.
 - Q.4)** Discuss the factors influencing selection of an Advertising Agency. Also explain various services provided by Advertising Agencies to their Clients.
 - Q.5)** Elaborate on the Methods of 'Advertising Appropriation'.
 - Q.6)** Explain the role played by 'Direct Marketing' in the Communication Mix. Discuss Methods of Direct Marketing used by a Firm.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Functions of Advertising
 - (b) Push and Pull Strategies
 - (c) Types of Appeals
 - (d) Ethics in Advertising

[4078]-304/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-305

M. M. M. (Semester - III) Examination - 2011

RETAIL OPERATIONS MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any four** questions from Q. 2 to Q. 6.*
 - (2) Questions 7 is compulsory.*
 - (3) Clarity and brevity will be given due weightage.*
 - (4) All questions carry equal marks.*
-
-

Q.1) Describe the Evolution of Retailing in India. What are the factors influencing the Growth of Retailers in India ?

Q.2) Define Stores Layout. Explain the steps to be followed to plan good Stores Layout.

Q.3) Describe the Merchandising Process in detail.

Q.4) What is CRM ? Discuss the scope and importance of CRM in Retailing.

Q.5) Discuss the role of Advertising in Retailing with suitable examples.

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

- (a) Shelf Management
- (b) Manufacturer's Brand Vs. Private Label Brands
- (c) Inventory Shrinkage

Q.7) "Organised Retailer like Future Group, Wal-Mart, etc. will make the traditional retailing obsolete." Do you agree with the statement ? Justify your answer with appropriate examples.

[4078]-305/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4078]-31

M. M. M. (Semester - III) Examination - 2011

INTERNATIONAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

(1) Answer *any four* questions.

(2) All questions carry equal marks.

Q.1) Explain in detail procedure to be followed by Exporter for Excise Duty Clearance. What is the main document used for this purpose ?

Q.2) Explain the following features of Foreign Trade Policy, 2004-2009.

- (a) Towns of Export Excellence
- (b) Served from India Scheme
- (c) Marketing Development Assistance
- (d) Export Oriented Unit
- (e) EPCG Scheme

Q.3) Explain in detail documents and procedure for Customers Clearance of Goods for Export.

Q.4) Describe various services provided by EXIM BANK.

Q.5) What are the various types of LC ? Explain their specific characteristic.

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

- (a) Duty Drawback
 - (b) Export Promotion Council
 - (c) Appointing Overseas Agent
 - (d) Functions of WTO
 - (e) Packaging and Labelling for Exports
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-33

M. M. M. (Semester - III) Examination - 2011

FINANCIAL SERVICES MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1) What is the necessity of Regulatory Board in Insurance Business ? Explain the functions and role of IRDA.
 - Q.2) Explain the different Financial Products and how they are managed ?
 - Q.3) What is Venture Capital ? What are the difficulties faced by Venture Capitalist in India ?
 - Q.4) Explain the Banking Structure in India and impact of Technology on Bank Marketing.
 - Q.5) How various Insurance Schemes help to the individual in terms of Financial Planning Process ? Explain in detail.
 - Q.6) “In recent times Housing Finance is gaining importance in the light of RBIs’ Policy and Government Budget.” Discuss.
 - Q.7) How Registrar, Custodian and Sales Distribution Channel perform their role in the development of Mutual Fund Business ?

[4078]-33/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-34

M. M. M. (Semester - III) Examination - 2011
INTEGRATED MARKETING COMMUNICATION
(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** Discuss the different factors that influence selection of an Advertising Agency. Also give the different departments of an Advertising Agency.
- Q.2)** Explain the role of Direct Marketing in the Communication Mix and also discuss the methods of Direct Marketing used by Firms.
- Q.3)** Discuss various types of Consumer Promotion and Trade Promotion.
- Q.4)** Discuss the advantages and disadvantages of different media types used for Advertising.
- Q.5)** “Social Networking Sites like Facebook and Twitter can be effectively used as a tool for Marketing Communication.” Comment.
- Q.6)** Design a copy for Print Advertisement of following :
 - (a) Soft Drink
 - (b) LCD T.V.
- Q.7)** Write short notes : **(Any Two)**
 - (a) Ethics and Social Responsibility in Marketing Communication
 - (b) PR Department and its functions
 - (c) DAGMAR
 - (d) Appeals used in Advertising

[4078]-34/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-35

M. M. M. (Semester - III) Examination - 2011

RETAIL OPERATIONS MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Define Retailing. Explain the classification of Retailers with suitable examples.

Q.2) Elaborate the elements of Retail Marketing Mix.

Q.3) Discuss the role of Advertising in increasing Sales of a Store.

Q.4) Explain various types of Store Layouts. Which type of Store Layout will you suggest for a Supermarket ?

Q.5) Define Franchising. Give the advantages and disadvantages of Franchising to a Franchiser and Franchisee.

Q.6) Explain scope and challenges of On-line Retailing in Indian Context.

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

- (a) Non-store Retailing
 - (b) Shop Displays
 - (c) Merchandising
-

[4078]-35/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-401

M. M. M. (Semester - IV) Examination - 2011

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 is a Product ? Explain the New Product Development Process in detail.

Q.2) With the help of suitable examples, explain the Process of Brand Building in detail.

Q.3) Discuss the need of Brand Extension. Explain various types of Brand Extensions citing their advantages and disadvantages.

Q.4) Videocon changed its Logo. What strategy do you think must have gone behind this change. Discuss this concept of change in Videocon with special emphasis on Brand Image.

Q.5) Elaborate on Brand Equity and discuss various methods of measuring Brand Equity in detail.

Q.6) Define Brand. Explain the Process of Branding highlighting the factors affecting Creation of a Brand.

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

- (a) Sales Forecasting
 - (b) Brand Values
 - (c) Celebrity Endorsement
 - (e) Product Strategy over Life Cycle
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-402

M. M. M. (Semester - IV) Examination - 2011

STRATEGIC MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Attempt any five questions.

(2) All questions carry equal marks.

Q.1) Discuss in detail the concept and objectives of ‘Strategic Marketing Management’.

Q.2) “Implementation of Marketing Strategies in Service Sector is a challenging job.” Explain in detail with real life examples.

Q.3) Bajaj Tempo Ltd. shifted from commercial vehicles manufacturing to luxury passenger car manufacturing. Suggest suitable strategies with respect to 4 P’s.

Q.4) Design Introduction Strategies for a new product in FMCG Product. Explain Planned or Unplanned Strategy for Withdrawal of a Product.

Q.5) Define and describe in detail the Concept of ‘Marketing Audit’ and point out its scope and utility.

Q.6) Explain the following tools of Strategic Marketing Analysis with relevant examples :

(a) BCG Matrix

(b) GE 9 Cell Model

[4078]-402

1

P.T.O.

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

- (a) Competitive Analysis
 - (b) Vision and Mission
 - (c) Brand Strategies in FMCG Sector
 - (d) SWOT Analysis of IT Company
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-403

M. M. M. (Semester - IV) Examination - 2011

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) How the Marine Risk Insurance is arranged against Goods by Exporter ?

Q.2) For the 'Ladies Garments' and 'Gems and Jewellery', what Market Entry Strategies you will adopt as Exporter ?

Q.3) Explain the following Export Documents :

- (a) Customs Invoice
- (b) Weight Note
- (c) Manufacture's Certificate
- (d) Antiquity Certificate
- (e) Certified Invoice
- (f) Bill of Exchange
- (g) Shipment Advice

Q.4) What documents you will prepare in the following cases ?

- (a) Transportation of Goods
- (b) Custom Clearance of Goods
- (c) Declaration Goods under Foreign Exchange Regulation

Q.5) What institutional support is given to exporter by Government, Semi-government and Autonomous Organisations ?

Q.6) How Letter of Credit extends help to Exporters and Importers to complete Financial Transactions ? Also indicate various types of Letter of Credits.

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

- (a) Advantages and disadvantages of Market Entry Strategy
 - (b) EXIM Bank Finance
 - (c) Procedure for Registration as Exporter
 - (d) Deciding Foreign Exchange Rates Procedure
 - (e) Insuring Goods against Marine Risk
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-404

M. M. M. (Semester - IV) Examination - 2011

DIRECT MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** What is 'Direct Marketing' ? State merits and demerits of Direct Marketing and also explain the difference between Interactive Marketing and Direct Marketing.
- Q.2)** Discuss in detail following Methods of Direct Marketing :
- (a) Automatic Vending Machine
 - (b) Catalogue Marketing
- Q.3)** As the Event Manager, you have to organise the launching of a new magazine for women in metros. Explain the process in detail. Make necessary assumptions.
- Q.4)** What is 'Integrated Marketing Communications' ? Explain Concept of Public Relations and its role in IMC.
- Q.5)** Explain in detail about Press Conference and Press Release and its significance in Corporate Communications.
- Q.6)** Write short notes : **(Any Two)**
- (a) Data Mining and Data Warehousing
 - (b) Customer Presentations
 - (c) Tele Marketing
- Q.7)** What is the significance of In-house Communication ? Also explain various methods for the same.

[4078]-404/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-405

M. M. M. (Semester - IV) Examination - 2011

INDUSTRIAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Discuss in detail the Organisational Buying Decision Process. Give examples.

Q.2) Define 'Industrial Product'. How are the Industrial Products classified ?

Q.3) Discuss with examples the differences in Consumer Products and Industrial Products.

Q.4) Write a detail note on Promotion of Industrial Products.

Q.5) Explain various factors which affect the Pricing Decision of Industrial Products.

Q.6) "Deciding an Industrial Product Mix is a Complex Activity." Do you agree ? Justify your answer.

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

- (a) Industrial Purchasing System
- (b) Industrial Channels of Distribution
- (c) Determinants of Industrial Demand

[4078]-405/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-406

M. M. M. (Semester - IV) Examination - 2011

RURAL AND AGRICULTURAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*
- (3) Make and state your assumptions clearly and give examples wherever necessary.*

Q.1) Describe with suitable examples the Process of Recruitment and Training of Human Resources in Agricultural Marketing.

Q.2) Explain the issues related to the Rural Market Environment in India.

Q.3) What do you understand by ‘Organised Procurement and Warehousing in Agricultural Business’ ?

Q.4) “Innovative Distribution Channels can play a major role in Agricultural Marketing in India.” Discuss giving examples.

Q.5) Why do we need Market Information ? What is Market Intelligence ? Explain its usage.

Q.6) What is the meaning of Co-operative Marketing ? Discuss its functions and reasons for Slow Progress of Co-operative Markets in India.

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

- (a) Role of Agriculture in Economic Development of India
- (b) Marketing Mix for Agro-based Processed Foods
- (c) Objectives of Agricultural Marketing

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-41

M.M.M. (Semester - IV) Examination - 2011

BRAND MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define 'Product'. Discuss various Product Line Decisions taken by the Marketing Manager.
 - Q.2)** "Satisfaction of Customers is a challenging task." Can this be achieved through Branding. Explain with suitable examples.
 - Q.3)** What is a Brand ? Elaborate the Process of Brand Building for a Television Manufacturer, who already has his Brand Refrigerators in the Market ?
 - Q.4)** 'Nano' Car has had an effect on the brand TATA. Comment on aspects that impacted the brand both positively and negatively.
 - Q.5)** Explain various tools a Marketer can use to reposition brands. Cite two examples of Brands which have undergone repositioning.
 - Q.6)** Elaborate the methods of measuring Brand Equity in detail.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Ingredient Branding
 - (b) Brand Valuation
 - (c) New Product Development Process
 - (d) Brand Loyalty

[4078]-41/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-42

M. M. M. (Semester - IV) Examination - 2011

STRATEGIC MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

-
-
- Q.1)** Explain all forces of Porter's 5 Forces Model of Competition. How it helps in Analysing Marketing Strategies of the Organisation ?
- Q.2)** "Strategy Formulation is highly influenced by vision, mission, objectives and goals of the Business." Discuss. Give relevant examples.
- Q.3)** Explain Concept of Strategic Marketing Management and discuss the objectives of it.
- Q.4)** Describe the importance of Marketing Audit as a Performance Measurement Tool. Also explain its scope and utility.
- Q.5)** Discuss 'Strategy Implementation' and Integration of Marketing Strategies in Industrial Sector.
- Q.6)** Design a suitable Pricing and Promotion Strategy for an orange flavoured Chewing-Gum.
- Q.7)** Write short notes : **(Any Two)**
- (a) BCG Matrix
 - (b) Constraints in Marketing Strategy Implementation
 - (c) SWOT Analysis
 - (d) GE 9 Cell Model

[4078]-42/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4078]-43

M. M. M. (Semester - IV) Examination - 2011

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) What are Financial and Fiscal Incentives provided by Government/and Foreign Exchange facilities provided by RBI and Exim Bank.

Q.2) Define 'Letter of Credit'. Explain various types of 'Letter of Credit'.

Q.3) How Exporter arrange 'Pre-shipment Finance' and 'Post-shipment Finance' and External Commercial Borrowings ?

Q.4) How Foreign Exchanges Rules are understood and how they are protected in adverse situation ?

Q.5) What Preliminaries are arranged for :

- (a) Starting Exports
- (b) Sending Overseas Samples
- (c) Appointing Overseas Agents

Q.6) What 'Marketing Strategies' exporter has to adopt as 'Market Entry Strategy' ? What are the advantages and disadvantages of the same ?

Q.7) Write short notes :

- (a) Weight Note
 - (b) Marine Risk Insurance
 - (c) Antiquity Certificate
 - (d) Shipping Advice
 - (e) Consular's Invoice
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-44

M. M. M. (Semester - IV) Examination - 2011

DIRECT MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Enlist and explain skills required for a Successful Corporate Communicator. Why this person is important in an Organisation ?

Q.2) Give significance of In-house Communication. Also explain how to design and conceptualise a News Letter.

Q.3) Discuss in detail the steps involved in organising an Exhibition.

Q.4) Explain different techniques to make effective Corporate Presentation. Give suitable examples.

Q.5) Discuss in detail how to organise a Press Conference.

Q.6) Give significance of Direct Marketing. Explain an example of a company, which used Direct Marketing Strategy Successfully ?

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

(a) Reference Manuals

(b) Public Relations

(c) Sales Promotion Brochures

[4078]-44/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-45

M. M. M. (Semester - IV) Examination - 2011

INDUSTRIAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

(2) All questions carry equal marks.

Q.1) Discuss various factors which affect the Industrial Product Mix Decision.

Q.2) Explain how Industrial Marketing differs from Consumer Goods Marketing ?

Q.3) “Role of Personal Selling is more prominent in Industrial Marketing than in Consumer Goods Marketing.” Comment with reasons and examples.

Q.4) Which are the various Industrial Purchasing Systems ? Explain with their applicability, merits and limitations.

Q.5) Discuss with examples, the different methods of Pricing of Industrial Products with their merits and limitations.

Q.6) Which are the factors which need consideration while deciding upon Channels of Distribution for Industrial Products ?

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

(a) The Buying Grid

(b) Industrial Services

(c) Roles in Industrial Buying

[4078]-45/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4078]-46

M. C. M. (Semester - IV) Examination - 2011

RURAL AND AGRICULTURAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Describe and analyse the scope of Rural and Agricultural Marketing in the context of our country's developing economy.
 - Q.2)** How far the farmers in the country are affected by their dependence on the arrangements at Regulated Markets ?
 - Q.3)** How does Co-operative Form of Organisation help the farmer in enhancing their Bargaining Power in the Market ?
 - Q.4)** Whether strengthening the facilities for processing will help Value Addition ? Give examples.
 - Q.5)** Distinguish between Agricultural, Industrial and Consumers Marketing.
 - Q.6)** "Non-conventional Forms of Agri-business may be more viable." Comment. Explain with illustrations.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Impact of Globalisation on Rural Marketing
 - (b) Marketing Problems of Dairy Products
 - (c) Market Research as an aid for better prices

[4078]-46/1