

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[4773]-1001

M.M.M. (I Sem.) EXAMINATION, 2015

101 : BASICS OF MARKETING

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

*N.B.* :— (i) All questions are compulsory.

(ii) Each question has an internal option within the question.

(iii) Each question carries 10 marks.

1. Define the term 'Marketing'. Describe the evolution of marketing concepts. Discuss the significance of marketing concept in the present competitive environment.

*Or*

Define services marketing. Explain its nature and various characteristics. Explain its importance in modern business perspective.

2. Define marketing planning. Describe the steps in marketing planning process. What are the limitations of marketing planning ?

*Or*

Explain the term 'Marketing Environment'. What are the impacts of demography, economic, social and cultural environment on the marketing management of business firm ?

3. What do you mean by market segmentation ? Explain its objectives and importance giving suitable examples.

P.T.O.

*Or*

What do you know by the term 'Consumer Behaviour' ? What are the various factors that influence the buying behaviour of an individual ?

4. What do you mean by the term 'Marketing Mix' ? Explain in detail various constituents of marketing mix. Discuss briefly the factors affecting the marketing mix.

*Or*

What are the characteristics of a good brand ? In the light of these characteristics, evaluate any of the following brand :

- (1) Samsung
  - (2) Mercedes
  - (3) LG.
5. (a) What is promotion mix ? What is sales promotion ?  
(b) Define Advertising and explain its objectives.

*Or*

What are the basic pricing policies ? What are the major factors to be taken into consideration while developing pricing policy ?

Total No. of Questions—5]

[Total No. of Printed Pages—4

<b>Seat No.</b>	
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**[4773]-1002**

**M.M.M. (I Sem.) EXAMINATION, 2015**  
**101 : ACCOUNTING FOR BUSINESS DECISIONS**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries **10** marks.
  - (iv) Figures to the right indicate marks for that question/  
sub-question.
  - (v) Your answers should be specific and to the point.
  - (vi) Support your answers with suitable live examples.
  - (vii) Draw neat diagrams and illustrations supportive to your  
answer.
  - (viii) Use of calculators is permitted.

1. (A) Explain basic accounting concepts and conventions in financial  
accounting. [10]

*Or*

(B) Explain the term Financial Accounting. State its functions and  
different users of Financial Accounting information. [10]

2. (A) Explain the concept of Management Accounting, Cost Accounting  
and Financial Accounting. Describe functions of Management  
Accounting. [10]

*Or*

(B) Write difference between Management Accounting and Financial  
Accounting. [10]

P.T.O.

3. (A) ABN Ltd. provides the following information : [10]

Budgeted production of 150,000 units

Variable Cost Rs. 14 p/u

FC Rs. 2 p/u

The company fixes its SP to faith of profit of 15% on cost.

You have to calculate :

- (1) P/V Ratio
- (2) BEP (Rs. & Units)
- (3) If SP is reduced by 5%, how it will affect P/V Ration & BEP (Rs. & Units)
- (4) If profit increase of 10% more than budget is desired, what should be the sale at reduced price ?

*Or*

(B) A company shows the following result for two periods : [10]

Period	Sales	Profit
I	Rs. 20,000	Rs. 1,000
II	Rs. 10,000	Rs. 400

Calculate — P/V Ratio, Fixed Cost, BEP and Profit when sales are Rs. 30,000.

4. (A) Draw up flexible budget for the overheads expenses on the basis of the following data for 80% plant capacity and determine the overheads rate at 70% and 80% plant capacity : [10]

Variable Overheads — Indirect Labour Rs. 12,000 and Store including spare Rs. 4,000.

Semi Variable Overheads — Power (30% Fixed) Rs. 20,000 and Repairs (40% Variable) Rs. 2,000.

Fixed Overheads — Depreciation Rs. 11,000, Insurance Rs. 3,000 and Salaries Rs. 10,000.

Total Overheads Rs. 62,000.

Estimated Direct Labour Hours — 1,24,000 hrs.

*Or*

(B) A newly started Laxo Company wishes to prepare cash budget from April. Prepare a cash budget for the January to March from the following estimated revenue and expenses : [10]

<b>Month</b>	<b>Total Sales</b> (Rs.)	<b>Purchases</b> (Rs.)	<b>Wages</b> (Rs.)	<b>Production Overheads</b> (Rs.)	<b>Selling &amp; Distribution Overheads</b> (Rs.)
January	20,000	20,000	4,000	3,200	800
February	22,000	14,000	4,400	3,300	900
March	28,000	14,000	4,600	3,400	900
April	36,000	22,000	4,600	3,500	1,000
May	30,000	20,000	4,000	3,200	900
June	40,000	25,000	5,000	3,600	1,200

Cash balance on 1st January was Rs. 10,000. A new machinery is to be installed at Rs. 20,000 on credit, to be repaid by two equal installments in March and April. Sales commission @5% on total sales is to be paid within a month following actual sales. Rs. 10,000 being the amount of 2nd call may be received in March. Share premium amounting to Rs. 2,000 is also obtainable with the 20nd call.

Period of credit allowed by suppliers 2 months

Period of credit allowed by customers 1 month

Delay in payment of wages  $\frac{1}{2}$  month and overheads 1 month

Assume cash sales to 50% of total sales.

5. (A) From the following particulars, calculate material : [10]  
 (a) usage variance  
 (b) price variance  
 (c) cost variance.

Standard : Material for 70 kg of finished goods — 100 kg  
 Price of material Re. 1 per kg

Actual : Output 2,10,000 kg; material used 2,80,000 kg  
 Cost of material Rs. 2,52,000.

*Or*

- (B) Sales manager a company engaged in the manufacturing and sale of three products P, Q and R gives you are following information for the month of October, 2014 : [10]

**Budgeted Sales**

<b>Product</b>	<b>Unit sold</b>	<b>Selling Price p/u (Rs.)</b>	<b>Standard Margin p/u (Rs.)</b>
P	2000	12	6
Q	2000	8	4
R	2000	2	1

*Actual Sales :*

P — 1500 units for Rs. 15,000.

Q — 2500 units for Rs. 17,500.

R — 3500 units for Rs. 21,000.

You are required to calculate — Sales Price Variance, Sales Volume Variance and Sales Quantity Variance.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[4773]-1003

**M.M.M. (I Sem.) EXAMINATION, 2015**  
**103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS**  
**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries **10** marks.
  - (iv) Your answers should be specific and to the point.
  - (v) Draw neat diagrams and illustrations supportive to your answers.

1. (a) Define 'Managerial Economics'. Discuss its scope and nature. [10]

*Or*

- (b) Discuss the importance of economics to management. How does it help a manager to take business decisions ?

2. (a) What is demand forecasting ? Explain any *two* methods of demand forecasting. [10]

*Or*

- (b) Explain fully concept of 'Price Elasticity of Demand'.

3. (a) What is Break Even Analysis ? Discuss assumptions and limitations of BEA. [10]

*Or*

- (b) Define Production Function. Explain the *three* types of returns to scale.

P.T.O.

4. (a) Distinguish between Monopoly and Oligopoly with examples. [10]  
*Or*  
(b) What is Cost ? Explain the terms TC, AC and MC with example.
5. (a) Explain Macroeconomics. What are the external factors affecting on environment of the firm ? [10]  
*Or*  
(b) (1) Why cost curves are 'U' in shape  
(2) Cartel.

Total No. of Questions—10]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-1004**

**M.M.M. (First Semester) EXAMINATION, 2015**

**104 : BUSINESS RESEARCH METHODS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :— All questions carry equal marks i.e. 10 marks each.**

1. What is Social Research ? Explain and types of research.

*Or*

2. What are the criteria of good research design ? Explain descriptive research.

3. What is the concept of Hypothesis ? Explain the types and importance of Hypothesis.

*Or*

4. Explain the research process and steps involved in research process.

5. What is the meaning of sampling techniques and explain all probabilities sampling techniques.

*Or*

6. Explain non-probabilities sampling and its various kinds.

7. What are the sources of secondary data ? Explain the importance and relevance of secondary data.

*Or*

8. What is the 'Measurement' ? Explain *two* scaling techniques for measuring the attributes.

P.T.O.

9. Explain the 'Editing', 'Coding', 'Classification' and 'Tabulation' of the data for data processing, with example.

*Or*

10. Write short notes on (any *two*) :

- (a) Use of computers for business research
- (b) 'Central tendency', importance in research
- (c) Report writing in research
- (d) Diagrammatic Presentation of data in analysis.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-1005**

**M.M.M. (First Semester) EXAMINATION, 2015**

**105 : ORGANISATION BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Each question has an internal option.

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

1. (A) Define 'OB'. OB will get more importance in coming days.”  
Comment on the statement.

*Or*

(B) Define the term/concept 'OB model' and discuss the all 'OB models' with example.

2. (A) Define personality and discuss in detail the determinants of personality.

*Or*

(B) Sometimes charging attitude is in the best interests of organisation.  
How one can change attitudes of employees ?

3. (A) Discuss Herzberg's two factor theory of motivation.

P.T.O.

*Or*

(B) Define Morale. Which factors motivate employee's morale at the workplace? Write a note on types of motives.

4. (A) Identify and discuss *five* styles of conflict management.

*Or*

(B) Define conflict. What are the ways for managing conflicts in the organisation.

5. (A) Describe concept of change. Discuss in detail the various internal causes of change.

*Or*

(B) "Stress to an extent works as motivator". Discuss the statement in the backdrop of work-life-balance.

Total No. of Questions—5]

[Total No. of Printed Pages—4

<b>Seat No.</b>	
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**[4773]-1006**

**M.M.M. (First Semester) EXAMINATION, 2015**

**106 : BUSINESS COMMUNICATION**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question has an internal option.*

(iii) *Each question carries 10 marks.*

(iv) *Figures to the right indicate marks for that question/sub-question.*

(v) *Your answers should be specific and to the point.*

(vi) *Support your answers with suitable live example.*

(vii) *Draw neat diagrams and illustrations supportive to your answer.*

1. (A) Define communication. Explain barriers to communication and how would you overcome them. [6]

(B) Discuss the importance of communication in the context of business organization. [4]

*Or*

(A) Explain the process of communication in detail. [6]

(B) Elaborate the problems encountered in understanding communication. [4]

P.T.O.

2. “Johari Window is a relationship building tool.” Justify your answer with complete explanation of the tool. [10]

*Or*

Suggest the ways to reduce the use of paper in business organization. Give examples to support your answer. [10]

3. Explain the structure of a business letter. Give details of any *five* parts of a letter with examples wherever necessary. [10]

*Or*

- (A) A state has suffered from floods causing immense loss and suffering to people. As a director of Community Outreach of that state, write an internal circular to your staff requesting them to donate for flood-relief. Give relevant details. [6]
- (B) “Business letter is a silent ambassador of goodwill.” Explain the statement. [4]
4. (A) Assuming that you are required to conduct an interview of Mr. Sachin Tendulkar after his retirement from cricket, design questionnaire. [6]
- (B) List and explain the parameters that would help in assessing the group discussion for recruitment of an NGO firm. [4]

*Or*

You are appointed as a Public Relation Officer for your organization. You are required to make a presentation to a community group about the CSR initiatives taken by your organization. List down the indicators that you would follow in gaining and maintaining the audience attention. [10]

5. (A) List and explain the steps involved in solving a case study. [6]
- (B) “Case study is a pertinent tool for learning.” Justify your answer with relevant examples. [4]

*Or*

Solve the following case : [10]

Our company, a pioneer in advertising, had earned a name for its professional excellence. Employees considered it a privilege to be part of this organization known for its value systems and a very forward looking HR policy including flextime, working from home etc. However, it recently suffered a series of embarrassing and expensive exodus of clients. Their image was getting hit, as deadlines were not met. Employees' costs are mounting. The senior staff, who were the backbone of an agency of this nature and were with them for a long period, complained that there was inadequate support from the 'behind the scenes' workers like computer operators and clerical force responsible for the smooth running of any business. Most of these employees were recent recruits. It was observed that they were not reporting for work at the right time, but were billing the company for extra hours they spent in the office.

The management decided that it has to introduce disciplinary measure. The first step was the introduction of a system of clocking-on swipe cards for clocking in at the start and end of the shift. It was decided

that this would eventually be linked to calculation of pay. To most members of the public this may have seemed a rather minor issue, but this was not the case with the employees. They responded in a negative manner. They refused to do any work beyond their duty hours, and dropped everything that they were doing at the end of their work day and left. If they had to be so punctual while entering, they would be so even while leaving. The senior staff responsible for client meeting and presentations became helpless. No ad agency can call all client meetings during fixed working hours.

The management was in a helpless situation. After several days of discussions between the employees and the management the card system was temporarily withdrawn and the employees went back to work. The disruption in work cost the company a lot of money, but it could not improve customer loyalty. Regaining is an uphill task for the company, but there was no resolution to the original problem of unresponsive behaviour of the junior staff.

***Questions :***

- (1) Examine whether problems faced by the company were largely due to poor communication within the organisation.
- (2) What do you think were the barriers to the communication ?  
How could the company have improved internal communication ?

Total No. of Questions—5]

[Total No. of Printed Pages—3

Seat No.	
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**[4773]-1007**

**M.M.M. (First Semester) EXAMINATION, 2015**

**108 : MANAGEMENT FUNDAMENTALS**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question has an internal option.*

(iii) *Each question carries 10 marks.*

(iv) *Figures to the right indicate full marks for that question/  
sub-question.*

(v) *Your answers should be specific and to the point.*

(vi) *Support your answers with suitable live examples.*

(vii) *Draw neat diagrams and illustrations supportive to your  
answer.*

1. (A) “Management is process by which managers create, maintain, and operate purposive organization through coordinated, cooperative human efforts.” Elaborate this statement and explain different managerial skills required for manager. [10]

P.T.O.

*Or*

(B) “Management is regarded as an art by some, science by others, and inexact science by many more. The truth seems to be somewhere in between.” In the light of this statement explain the exact nature of management. [10]

2. (A) What do mean by corporate governance ? What are its elements ? Discuss the governance system of an organization with which you are familiar. [10]

*Or*

(B) What do you mean by globalization ? Discuss the challenges that managers have to face due to globalization of Indian business. [10]

3. (A) Assess the contributions of Peter F. Drucker in the development of management. [10]

*Or*

(B) Why has Frederick Taylor been called the father of scientific management and Henri Fayol the father of modern management theory ? [10]

4. (A) What are managerial functions ? [10]

*Or*

(B) “Management process is considered to consist of certain functions.”  
Elaborate and list these functions in logical order. [10]

5. (A) “Decision making is the primary task of the management.”  
Discuss this statement and explain the process of decision making. [10]

*Or*

(B) What are the basic elements of decision-making ? Explain the crucial role of diagnosis in decision making and discuss its key parts. [10]

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-101**

**M.M.M. (First Semester) EXAMINATION, 2015**

**101 : PRINCIPLES AND PRACTICES OF MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 1 is compulsory.

(ii) Solve any *three* out of the remaining.

(iii) Figures to the right indicate full marks.

1. (A) What is “Management” ? Explain various functions of Management. [15]
- (B) Explain contribution of Henry Fayol towards the development of Management Thought. [10]
2. Define planning. Explain various steps involved in planning. [15]
3. What is controlling ? Explain the types and techniques of controlling. [15]
4. Define Motivation and explain Motivation Theory of Herzberg. [15]
5. What do you mean by “Leadership” ? Discuss various traits of Leadership which a Manager should have. [15]

P.T.O.

6. What is TQM ? Explain its importance in today's business environment. [15]
7. Write short notes (any *three*) : [15]
- (a) Group Dynamics
  - (b) Steps in decision making process
  - (c) Stages of Team development
  - (d) Corporate Social Responsibility
  - (e) Communication Process.

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-102**

**M.M.M. (First Semester) EXAMINATION, 2015**

**PRINCIPLES OF MARKETING**

**(NEW PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *Five* questions.

(ii) *All* questions carry equal marks.

1. Explain functions of marketing.
2. Describe the various external environmental factors influencing marketing strategies.
3. Distribution network plays vital role in marketing success of a firm. Explain with a suitable example.
4. Describe pricing methods.
5. What is PLC ? Explain various stages of PLC.
6. Explain the new trends in Packaging.
7. Write short notes on any *two* :
  - (a) Market Segmentation
  - (b) New product decision process
  - (c) Marketing Audit.

Total No. of Questions—7]

[Total No. of Printed Pages—3

<b>Seat No.</b>	
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**[4773]-103**

**M.M.M. (First Semester) EXAMINATION, 2015**

**FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *three* questions from Section I and any *two* from Section II.

(ii) *All* questions carry equal marks.

(iii) Use of simple calculator is allowed.

**Section I**

1. Define 'Standard Cost' and 'Standard Costing'. In which type of industries standard costing can be employed ? [14]
2. Distinguish between Financial Accounting and Cost Accounting. [14]
3. What do you understand by 'Material Control' ? What are the essentials of an efficient material control system ? [14]
4. Define 'Marginal Cost' and 'Marginal Costing'. How variable and fixed costs are treated in marginal costing ? [14]

P.T.O.

## Section II

5. The standard cost card for a product shows : [14]

Material cost 2 kg @ Rs. 2.50 each = Rs. 5.00 per unit

Labour 2 hours @ Rs. 10 each = Rs. 20 per unit

The actual cost which have emerged from business operations are as follows :

Production — 8,000 units

Material consumed — 16,500 kg @ Rs. 2.40 each = 39,600

Wages paid 18,000 hours @ Rs. 8 each = Rs. 1,44,000

Calculate appropriate material and labour variances.

6. The following is the summary of the receipts and issues of material in a factory during December 2013 : [14]

Prepare Store Ledger according to First In First Out Method for December 2013 :

1. Opening balance 500 units @ Rs. 25 per unit
3. Issue 70 units
4. Issue 100 units
8. Issue 80 units
13. Received from supplier 200 units @ Rs. 24.50 per unit
14. Returned to store 15 units @ Rs. 24 per unit

16. Issue 180 units
20. Received from supplier 240 units @ Rs. 24.75 per unit
24. Issue 304 units
25. Received from supplier 320 units @ Rs. 24.50 per unit
26. Issue 112 units
27. Returned to store 12 units @ Rs. 24.50 per unit
28. Received from supplier 100 units @ Rs. 25 per unit

It was revealed that on 15th there was a shortage of five units and another on 27th of 8 units.

7. A company budgets for a production of 1,50,000 units. The variable cost per unit is Rs. 14 and fixed cost per unit is Rs. 2 per unit. The company fixes the selling price to fetch a profit of 15% on cost. [14]

Required :

- (a) What is the break-even point ?
- (b) What is the profit/volume ratio ?
- (c) If the selling price is reduced by 5%, how does the revised selling price affect the Break-even Point and the Profit/Volume Ratio ?
- (d) If profit increase of 10% is desired more than the budget, what should be the sales at the reduced price ?

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-104**

**M.M.M. (First Semester) EXAMINATION, 2015**

**MANAGERIAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B.** :— (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

(iii) Draw suitable diagram.

1. Define Managerial Economics with micro and macro economic concepts.  
How is it useful for the managers ?
2. What are the objectives and need for demand forecasting ? Explain  
any *two* methods of it.
3. Define production function. Explain with diagram, the three stages of  
the law of variable proportions.
4. Show, how a monopoly firm reaches its equilibrium in the short run  
with the help of MR and MC curves.

P.T.O.

5. What is profit ? Recommend a suitable profit policy for a well established firm. Justify your answer.
6. Explain the following pricing strategies :
- (a) Cost plus pricing
  - (b) Penetration pricing.
7. Write notes on (any *two*) :
- (a) Law of supply
  - (b) Opportunity cost
  - (c) Features of oligopoly
  - (d) Exceptions to the law of demand.

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-105**

**M.M.M. (First Semester) EXAMINATION, 2015**

**RESEARCH METHODOLOGY**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 1 and Q. No. 6 are compulsory.

(ii) Attempt any *three* questions from remaining.

1. (A) Explain the process of research by identifying different steps. [10]

(B) Prepare a frequency distribution table for the following observations. Given below are the number of bags of sugar (each bag of 100 kgs.) produced at a sugar factory per week during the year. Take classes as 10 – 13, 14 – 17, 18 – 21 [5 marks]

10	25	15	34	17	26	18	13	15	32
24	10	22	14	36	16	11	17	18	20
16	20	15	22	19	23	21	29	24	27
28	29	29	30	33	23	18	12	38	31

(C) Draw “Bar Chart” for above data. [5 marks]

P.T.O.

2. What is primary data ? Explain in detail any *two* out of three below mentioned data collection methods : [10 marks]
- (a) Observation
  - (b) Interviewing
  - (c) Experimentation.
3. What is scaling ? Explain in brief the following types of scales : [10 marks]
- (a) Rating scales
  - (b) Ranking scales.
4. Prepare questionnaire to study users' perception towards DTH services providers and variety of services offered by them to viewers. [10 marks]
5. List down various probability and non-probability sampling techniques. Explain any *two* probability sampling techniques and any *two* non-probability sampling techniques in brief. [10 marks]
6. Write short notes on (attempt any *four*) : [20 marks]
- (a) Types of variables
  - (b) Literature review
  - (c) Reliability and validity
  - (d) Broad aspects of data analysis (Data Editing, Data Classification, Data Coding)
  - (e) Research Report Writing

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-106**

**M.M.M. (First Semester) EXAMINATION, 2015**

**CONSUMER BEHAVIOUR**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Attempt any *Five* questions.

(ii) *All* questions carry equal marks.

1. What do you understand by the term Consumer Behaviour ? Why is study of consumer behaviour important ?
2. What is consumer research ? Explain different methods of consumer research.
3. Enlist different models of consumer behaviour. Explain Engel Blackwell model with diagram.
4. Define social class and give its characteristics. Explain social influence on consumer behaviour.
5. Discuss Maslow's Theory of Motivation with reference to consumer behaviour.

P.T.O.

6. Define 'Perception'. Explain factors responsible for perceptual distribution.
7. Write short notes (any *two*) :
- (a) Consumer satisfaction and delight;
  - (b) Consumer decision-making process;
  - (c) Competitive advantage through customer value information;
  - (d) Weber's Law.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-2001**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**201 : PRODUCT MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Each question has an internal option.

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

(iv) Figures to the right indicate marks for that question.

(v) Your answers should be specific and to the point.

(vi) Support your answers with suitable live examples.

(vii) Neat diagrams must be drawn wherever necessary.

**1. (A)** Classify products in the following categories with examples : [10]

(i) FMCG

(ii) FMCE

(iii) Consumer Durable

*Or*

(B) What are the different marketing organizations ?

**2. (A)** What are the elements of product strategy ? [10]

*Or*

(B) What is choice of competitor's target positioning strategy ? Give suitable example.

P.T.O.

3. (A) Describe the process of (NPD) New Product Development with the help of 5 step process model. [10]

*Or*

- (B) Define new product ? What are the factors for new product success ?

4. (A) Explain product introduction stage and product maturity stage. [10]

*Or*

- (B) Discuss product growth stage and product decline stage.

5. (A) What is shortening product life cycle ? Discuss. [10]

*Or*

- (B) What are the product communication strategies in international market.

Total No. of Questions—10]

[Total No. of Printed Pages—2

Seat No.	
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[4773]-2002

M.M.M. (Second Semester) EXAMINATION, 2015

202 : SALES MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

*N.B.* :— (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries 10 marks.

1. Define sales management. What are the objectives and importance of Sales Management.

*Or*

Why do a company go for sales forecasting ? What are different methods of sales forecasting.

2. Why sales department plays an important role in co-ordinating with marketing policies ? Explain with suitable example.

*Or*

Explain Personal Selling strategy in detail.

3. Sales organisation plays major role in the market. Explain with suitable example.

*Or*

How does sales department co-ordinate with distributors in order to get best result ?

P.T.O.

4. Explain the concept of sales contest with suitable example. Why do you require sales contest.

*Or*

Explain procedure for Sales Quota in detail with suitable example.

5. Why do you require evaluation and supervision of standard of performance of sales personnel ?

*Or*

Define Sales Audit. Explain Mark cost analysis.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-2003**

**M.M.M. (Second Sem.) EXAMINATION, 2015**

**203 : MARKETING RESEARCH**

**(2013 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) There are internal options within the question only.

(iii) Each full question carries **10** marks.

1. (A) What is meant by the term 'Research' ? Explain various types of research. [5]
- (B) Explain the concept of 'Marketing Research'. [5]

*Or*

Define Market Research. State its nature, scope and limitations. [10]

2. (A) Write a note on Retail Store Audit. [7]
- (B) How can internet be used in retail store audit process ? [3]

*Or*

Explain the concept of 'Focus Group Interview' with reference to its use in marketing research. [10]

3. (A) What is a questionnaire ? What are the different types of questionnaires ? [5]
- (B) Distinguish with appropriate examples between the *structured-non-disguised* and *non-structured-disguised* questionnaires. [5]

P.T.O.

*Or*

Discuss on different scaling techniques used to collect data for marketing research. [10]

4. (A) What are the measures of central tendency ? [5]  
(B) What do you mean by a standard deviation ? [5]

*Or*

- (A) What do you mean by 'descriptive statistics and inferential statistics' ? [5]  
(B) What are various steps involved in hypothesis testing ? [5]
5. What is research design ? Explain exploratory, descriptive and causal studies. [10]

*Or*

Describe various steps in formulating an ideal market research project. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-2004**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**204 : INTEGRATED MARKETING COMMUNICATIONS-I**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :— (i) All questions are compulsory.**

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

1. Define Integrated Marketing Communication. Briefly explain the components of Integrated Marketing Communication.

*Or*

You are the newly appointed Marketing Communications Manager for a chain of Restaurants. Prepare an IMC Plan in order to spread awareness among local business community.

2. What criteria are used to select an external advertising agency ? Under what circumstances a company decides to assign advertising to in house departments ?

*Or*

What steps should be taken in selecting an advertising agency ?

3. What is a trade promotions program ? How is it related to other elements of the marketing mix ?

P.T.O.

*Or*

Discuss the role of Sales Promotion as a part of the promotional mix. How can it be integrated with other marketing communication tools ?

4. What is Film Based Merchandising ? Discuss its advantages and disadvantages.

*Or*

What do you understand by Ambush Marketing and Surrogate Advertising ? Discuss with relevant examples.

5. What is the difference between a message evaluation and behavioural evaluation in the context of assessing effectiveness of an IMC program.

*Or*

Describe the criteria to assess the impact of overall IMC program.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-2005**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**205 : SERVICES MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B.** :— (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

1. What is Robert Johnton Model of service segmentation strategy ? Also highlight service as key differentiator for manufacturing industries.

*Or*

How service marketing is different from product marketing. Justify your answer with suitable example.

2. What are the major factors involved in pricing a service product. Illustrate it with suitable example.

*Or*

Define promotion objectives for services and also highlight role of relationship marketing in promoting services.

3. State nature and importance of physical evidence in service marketing.

P.T.O.

*Or*

Elaborate role of service employees in a service business along with service profit chain.

4. Explain the difference in between customer monitoring and customer handling.

*Or*

What is customer's satisfaction ? How is it measuring ?

5. Explain what is SERUQUAL and describe e-Services.

*Or*

What is service quality models ? Also highlight the importance of quality in services.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-2006**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**206 : RETAIL MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

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

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

1. (A) Explain concept of retailing ? What challenges do companies face while retailing globally ?

*Or*

(B) Describe different formats of retailing in detail. Supplement it with suitable examples.

2. (A) Discuss factors affecting Retail Location Decision. Why is it important to select right location for setting a retail outlet ?

*Or*

(B) Illustrate various types of store layouts. Suggest appropriate store layout for a departmental store.

3. (A) Explain concept of merchandising. Discuss the factors that influence merchandising functions.

P.T.O.

*Or*

- (B) What do you mean by 'Category Management' ? Explain the components of Category Management.
4. (A) Explain components of Retail Communication Mix. Discuss in detail the role of Advertising in retail.

*Or*

- (B) Suggest promotional strategies for a Retailer for increasing.
- (a) Foot-falls
- (b) Shopping Basket.
5. (A) Discuss various applications of IT in Retailing. Explain advantages of IT in Retailing.

*Or*

- (B) "A Retailer is a key component of the supply chain." Explain the statement giving role and functions of Retailer.

Total No. of Questions—5]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-2007**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**207 : CONSUMER BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question has an internal option.*

(iii) *Each question carries equal marks.*

1. (A) Explain the term family life cycle and discuss the purchasing decisions in family life cycle.

*Or*

(B) Explain influence of culture on consumer behaviour for the following products :

(a) Mobile Phones

(b) Clothing style.

2. (A) Discuss the strategies for changing the attitude and intentions in detail.

*Or*

(B) Explain how personality influences purchase decision of a house depending profession of person.

P.T.O.

3. (A) What is meant by problem recognition ? Explain its types in detail.

*Or*

- (B) Define the type and sources of information that would be required for purchase of the following :

(a) a sports bike

(b) a house.

4. (A) Explain Howard Sheth Model with an example.

*Or*

- (B) Explain the consumer decision process in purchasing of sports bike using Engel-Blackwell model.

5. (A) Write short notes on any *two* :

(a) Living standard measures

(b) BOP consumer

(c) Social Economic Classes (SEC).

*Or*

- (B) How will you profile Maharashtra Market for launching two-wheeler with respect to demographic and socio-economic profile ?

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-201**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**201 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *three* questions from first six questions.

(ii) Question No. 7 is compulsory and carries 25 marks.

(iii) *All* remaining questions carry equal marks.

1. Explain four I's of services and their significance in services marketing with suitable examples. [15]
2. Explain service delivery process in detail. [15]
3. Services Marketing need more than the existing four P's of Marketing. Explain this concept with the help of three extended P's with suitable examples. [15]
4. Explain the role of Advertising and Sales Promotion in Service Industry. [15]
5. Explain the Service concept. Give its nature and characteristics. [15]

P.T.O.

6. Write short notes on (any *three*) : [15]
- (a) Service Marketing in India;
  - (b) Customer satisfaction in services marketing;
  - (c) Service Blueprinting;
  - (d) Internal Marketing.
7. You are running a Non Profit Organisation for children called “SAHAS”. Prepare an online marketing plan to raise contributions from different sections of the society. Explain with the help of the following details. [25]
- (a) Target people for this marketing plan and mode of contact;
  - (b) Attractive slogan;
  - (c) Benefits of contribution;
  - (d) Appeal for contribution.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-202**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**202 : RETAIL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Answer any *five* questions.

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

1. Define retailing. Comment on the current global and Indian scenario in retailing.
2. Assume you are venturing into retail market as an entrepreneur for readymade garments. Describe the steps you would take while developing the retail strategy.
3. What is store design ? What are the elements in exterior store design ?
4. Discuss various information technology applications used in retailing. Highlight the advantages of the same.

P.T.O.

5. Describe the factors affecting retail consumer buying behaviour. Give suitable examples.
6. Give appropriate suggestions to a retail pharmacy store for deciding strategies for segmentation, targeting and positioning in an Indian city.
7. Write short notes on any *two* of the following :
  - (a) Non-store retailing;
  - (c) Importance of sales promotion in retailing
  - (d) Careers in retail sector.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-203**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**203 : SALES MANAGEMENT AND PERSONAL SELLING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) Neat diagrams must be drawn wherever necessary.

(iii) Figures to the right indicate full marks.

(iv) Use of logarithmic tables, slide rule, Mollier charts, electronic pocket calculator and steam tables is allowed.

(v) *All* questions carry equal marks.

1. What role recruitment and selection play in enhancing the efficiency of the organization ? Explain in detail. [14]

2. “Knowledge of customer’s cultural background, value system, need profile, purchasing power and overall buying behaviour is extremely essential to every salesman.” Comment. Justify your answer with relevant examples. [14]

P.T.O.

3. What is sales training ? Explain the strategic users considered for imparting sales training. [14]
4. Discuss the importance of sales organization. Explain the functions and responsibilities of Sales Manager. [14]
5. Describe the different methods of motivating the salesforce with suitable examples. [14]
6. Explain the concept of customer satisfaction, customer delight and cognitive dissonance with suitable examples. [14]
7. Write short notes on any *two* from the following : [14]
  - (a) Sales Research
  - (b) Personal Selling
  - (c) Customer Education
  - (d) Performance Measurement of Salesforce.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-204**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**MARKETING MANAGEMENT**

**(204 : Distribution Management and Logistics)**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. “The role of market intermediaries is to provide market information, maintain price stability and promote company’s products.”  
Discuss.
2. Define and explain the concept of physical distribution. Explain role of various participants in physical distribution process.
3. What are channel conflicts ? Why they occur ? How can channel conflicts be resolved ?
4. What do you understand by the term ‘Marketing Channels’ ? Discuss the functions of marketing channels in detail.

P.T.O.

5. Describe the components of supply chain management with the help of suitable example.
6. “Wholesaler has to take various marketing decisions.” Discuss in detail.
7. Write short notes on any *two* :
  - (a) Reverse Logistics
  - (b) Vertical Marketing System (VMS)
  - (c) Functions of wholesalers
  - (d) Direct Marketing.

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-205**

**M.M.M. (II Sem.) EXAMINATION, 2015**

**205 : MARKET RESEARCH**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. What is research ? Explain the importance of market research in today's world. State the limitations of market research.
2. What is Secondary data ? Explain various sources of secondary data. Enumerate disadvantages of Collecting Secondary data.
3. An FMCG company want to know the level of customer satisfaction of its product. Suggest the suitable source of collecting data for this research purpose. Justify your answer.
4. Critically examine, Test Marketing as a technique of market research. State an example where test marketing can prove to be a better technique of conducting market research.
5. Explain different methods of probability and non-probability sampling methods.
6. Compare and contrast Nominal, Ordinal and Interval Scales.
7. Explain various steps in formulating market research project with the help of a suitable example.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
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**[4773]-206**

**M.M.M. (II Sem.) EXAMINATION, 2015  
RELATIONSHIP MARKETING  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. What is relationship marketing ? Explain the importance of relationship based marketing in Indian context.
2. Explain how Relationship marketing is complementing online marketing.
3. How important is customer satisfaction for the growth of an organisation ? Discuss the areas which should be looked upon to ensure customer satisfaction in service industry.
4. Examine the role of relationship marketing in formulating marketing strategies.
5. “Relationship approach smoothens the distribution function.” Discuss the statement giving suitable examples.
6. Give any *five* reasons, why a customer cannot be profitable taking reference of a public sector bank. Also suggest ways to improve the same.
7. Write short notes on (any *two*) :
  - (a) Recency Frequency Monetary (RFM) Value Model
  - (b) Buyer-Seller Relationship
  - (c) Customer Retention.

Total No. of Questions—5]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-3001**

**M.M.M. (Third Semester) EXAMINATION, 2015**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B.** :— (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

(iii) *Make necessary assumptions wherever necessary.*

1. Define “CRM”. Explain the CRM process.

*Or*

Define “CRM”. Explain the evolution and scope of CRM.

2. Explain the characteristics of CRM.

*Or*

Discuss the Relationship building process in CRM.

3. Explain the CRM strategy and planning process.

*Or*

Explain the implementation strategy in CRM.

P.T.O.

4. Differentiate between E-CRM and CRM.

*Or*

Explain the six E 's' of CRM.

5. Explain the Data mining operations relevant to CRM.

*Or*

Explain the tools and techniques of Data Mining.

Total No. of Questions—5]

[Total No. of Printed Pages—3

Seat No.	
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**[4773]-3002**

**M.M.M. (Third Semester) EXAMINATION, 2015**

**302 : STRATEGIC MARKETING MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question has internal option.*

(iii) *Each question carries 10 marks.*

(iv) *Neat diagrams must be drawn wherever necessary.*

(v) *Figures to the right side indicate full marks.*

(vi) *Use of calculator is allowed.*

(vii) *Your answer should be specific and to the point.*

(viii) *Support your answers with suitable live example.*

1. (A) What are the various factors that determine the success of strategic business unit ? Explain the concept of strategic business unit with suitable example. [10]

*Or*

- (B) Define the concept of strategy and strategic marketing. Explain the strategic management process with suitable example. [10]

P.T.O.

2. (A) Describe various components of marketing environment analysis. How does it affect in developing marketing strategy of any product ? [10]

*Or*

- (B) How can marketing strategy become a competitive advantage ? Differentiate corporate strategy and marketing strategy with suitable example. [10]

3. (A) “McKinsey’s 7S framework helps in analyzing and improving organizational effectiveness.” Comment on the statement and justify with suitable example. [10]

*Or*

- (B) What do you mean by marketing strategy formulation ? Explain Porter’s five forces model of competition and GE-9 Cell Model with examples. [10]

4. (A) “Proper study and analysis of consumer behaviour before formulation and implementation of marketing strategy is essential for effective business.” Comment on the statement with the help of Nokia and Samsung as an example. [10]

*Or*

- (B) Using the example of any online store, discuss how they changed the trend of marketing by implementing technological revolution and online marketing. [10]

5. (A) “Marketing strategy audit plays an important role in formulation and implementation of marketing strategies.” Justify your opinion with suitable examples. [10]

*Or*

- (B) Consider yourself as a national player in mobile business. What are the entry strategies that you will consider when you want to expand your business in a global market ? [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-3003**

**M.M.M. (Third Semester) EXAMINATION, 2015**

**303 : STRATEGIC BRAND MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) All questions carry equal marks.

1. Why is Branding important ? Can everything be branded ?

*Or*

Explain the challenges and opportunities in branding.

2. “Building a strong brand is necessary for sustainable business.” Discuss.

*Or*

Describe the following concepts :

(a) Brand Value

(b) Brand Positioning.

3. Write an elaborative note on celebrity endorsement and effectiveness of it.

*Or*

Discuss different brand elements.

P.T.O.

4. Explain the following models of brand equity :

(a) Aaker Model

(b) Brandz Model.

*Or*

Describe various qualitative techniques to measure brand performance.

5. Design brand strategies for a consumer durable product of your choice.

*Or*

Discuss the brand managing strategies with reference to brand revitalization and rebranding.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-3004**

**M.M.M. (Third Semester) EXAMINATION, 2015**

**304 : GLOBAL MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *All questions carry equal marks.*

1. Describe the various opportunities in global marketing.

*Or*

Comment on “Domestic Vs. Global Marketing.

2. Explain the political environment and its impact in global marketing.

*Or*

Explain socio-cultural environment in global marketing and its impact on it.

3. Explain in brief Micro and Macro segmentation in global marketing.

*Or*

Explain concept of targeting in global marketing.

*Or*

What are the international distribution channels with its advantages and disadvantages.

P.T.O.

4. Explain in brief international product mix strategy.

*Or*

Suggest the best suitable packaging for a soft drink brand in global marketing. Explain role of packaging.

5. Comment on “International Trade Promotions”.

*Or*

Consumer sales promotion in global marketing.

Total No. of Questions—5]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-3005**

**M.M.M. (Third Semester) EXAMINATION, 2015**

**305 : MARKETING OF FINANCIAL SERVICES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

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

(iv) Figures to the right indicate marks for that question/sub-question.

(v) Your answers should be specific and to the point.

(vi) Support your answers with suitable live examples.

(vii) Draw neat diagrams and illustrations supportive to your answer.

1. (A) “The Indian Banks have managed to grow with resilience during the post reform era.” Discuss the above statement in the context to paradigm shift in Indian Banking System. [10]

*Or*

(B) “Merchant Banking is a combination of Banking and consultancy services.” Discuss. [10]

2. (A) “Investment options are available in the range of aggressive to conservative options to suit the needs of the investor.” Comment. [10]

P.T.O.

*Or*

(B) “Consistent application of valuation methods ascertaining the fair value of the investments, while remaining compliant with the applicable regulatory and accounting standards, is key to managing valuation risk.” Justify the statement. [10]

3. (A) Discuss the rules and regulations of Reserve Bank of India (RBI) and Insurance Regulatory and Development Authority (IRDA). [10]

*Or*

(B) Discuss roles and responsibilities of Association of Mutual Fund in India (AMFI) & IBA. [10]

4. (A) “Intermediaries structure are a vital link between the insured and the insurer.” Justify the statement in relation to the distribution intermediaries in insurance sector. [10]

*Or*

(B) Distribution channels to purchase Mutual Funds includes full-service Brokers, Discount Brokers, Insurance Agent, banks, Financial Planners and direct market but with differing degrees of frequency. Comment. [10]

5. (A) Elaborate Process of Personal Selling in Financial Services. [10]

*Or*

(B) Discuss the role of Embedded technology in the context to emerging forms of new distribution channels in Financial services. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[4773]-3006

M.M.M. (Third Semester) EXAMINATION, 2015

306 : INTEGRATED MARKETING COMMUNICATION-II

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

**N.B.** :— (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries 10 marks.

(iv) Figures to the right indicate marks for that question/sub-question.

(v) Your answers should be specific and to the point.

(vi) Support your answers with suitable live examples.

(vii) Draw neat diagrams and illustrations supportive to your answer.

1. (A) What is sales promotion ? Explain in detail techniques of consumer level sales promotion. [10]

*Or*

(B) What is sales promotion ? Explain various techniques of trade level sales promotion. [10]

2. (A) Define direct marketing. Explain the role of internet as a tool of direct marketing. Justify your answer with suitable example. [10]

*Or*

(B) Explain direct marketing. Explain ethics in direct marketing. [10]

P.T.O.

3. (A) What is E-commerce ? Explain with suitable example various types of E-commerce. [10]

*Or*

- (B) What are social networking sites ? Explain the role of face book apps in Marketing. [10]

4. (A) Explain public relation. Explain tools of public relation in today's changing marketing environment. [10]

*Or*

- (B) What is publicity ? Explain steps in managing public relation in marketing. [10]

5. (A) What are important components of events ? Explain various types of events. [10]

*Or*

- (B) What is Unconventional promotional media ? Explain new techniques of Unconventional promotional media. [10]

Total No. of Questions—10]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-3007**

**M.M.M. (Third Semester) EXAMINATION, 2015**

**307 : BUSINESS ENVIRONMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B.** :— *All* questions carry equal marks.

1. What is the concept of business ? Explain nature of modern business.

*Or*

2. Explain the impact of economic and non-economic environment on business decision-making.

3. What is reform in agriculture in India for economic growth ?

*Or*

4. What is agribusiness ? Explain transformation of traditional agriculture to agribusiness.

5. What is economic planning ? Explain the economic planning in India after liberalisation.

*Or*

6. Write short notes on (any *two*) :

(i) Indian Budget of new Govt.

(ii) Monetary Policy;

(iii) EXIM Policy.

P.T.O.

7. What is the difference between International and Internal Business ?

*Or*

8. Explain the emerging market and impact of global recession on emerging markets in BRICS.

9. Explain the Foreign Investment. Describe the cross border merger and acquisition in International Business.

*Or*

10. What is IMF ? Explain its impact on economies.

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat No.	
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[4773]-301

**M.M.M. (III Sem.) EXAMINATION, 2015**  
**301 : INTERNATIONAL MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 6 is compulsory. (22 marks)

(ii) Attempt any *three* out of the remaining questions  
(16 marks each).

1. Describe the challenges and opportunities posed in international marketing. Support it with suitable examples.
2. Explain the various entry strategies for international markets. Explain with support examples the concept of joint ventures.
3. What are the factors needed to be considered while taking a decision on global brand ? Elucidate them.
4. You are the marketing manager for Lenovo and your company wants to launch a new product into Indian market, Decide the pricing strategy. (Segment : 18 to 25 years old persons of India)
5. Write short notes on (any *two*) :
  - (a) Country Risk Analysis
  - (b) Push Vs. Pull Strategy
  - (c) Problems in Conducting research internationally.

P.T.O.

6. *Case Study :*

The public sector India Oil Corporation (IOC), the major oil refining and marketing company was also the chanelising agency for oil imports. It planned to make a forey into the foreign market by acquiring the substantial stake in Balal Oil field of Iran. The project was estimated to have recoverable oil researves of about 11 million tonnes and IOC was supposed to get nearly 4 million tonnes.

When IOC started talking to the Iranian Company for the acquisition in 1998, the oil prices were at rock bottom (\$11 per barrel) and most refining companies were closing shops due to falling margins. Indeed, a number of good oil properties in the Middle-east were up for sale.

IOC needed Government's permission to invest abroad. Application by Indian Company for investing abroad is to be scrutinised by a special committee represented by the RBI and finance and commerce ministries. By the time, the government gave the clearance, the oil prices bounced back to \$24 per barrel and the ELF of France had virtually took away the deal from under IOC's nose by aquiring the Balal oil field.

*Questions :*

- (a) Discuss internal, domestic and global environment of business revealed by this case.
- (b) Discuss whether it is the domestic or global environment that hinders the Globalisation of Indian business.

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-302**

**M.M.M. (III Sem.) EXAMINATION, 2015  
302 : LAWS RELATED TO MARKETING  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. What do you understand by performance of contract ? State the provision relating to performance of reciprocal promises.
2. Define Sale and distinguish between 'Condition' and a 'Warranty'.
3. Explain the objectives of Trade Marks Act, 1999 and state offences and penalties under Trade Marks Act.
4. Define 'Complainant' and 'Complaint' under Consumer Protection Act, 1986, also discuss provision regarding 'The District Forum'.
5. Explain the objectives of Information Technology Act and state provisions relating to Digital Signature.
6. Explain Negotiable Instrument. What is meant by dishonour by non-acceptance or dishonour by non-payment ?
7. Write short notes on (any *two*) :
  - (1) Contract of Agency
  - (2) Caveat Emptor
  - (3) Objectives and importance of VAT
  - (4) Consideration
  - (5) Copyright.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
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**[4773]-303**

**M.M.M. (III Sem.) EXAMINATION, 2015**  
**303 : FINANCIAL SERVICES MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Define Financial Services. Explain the nature and characteristics of Financial Services.
2. Give an overview of various Finance Services in India.
3. Explain the concept of Insurance. Describe the various types of Insurance available in the market.
4. Explain the structure of Mutual Fund with its advantages and disadvantages.
5. “The Commercial banks play a major role for the development of the economy.” Justify.
6. What is merchant banking ? What are the different functions performed by merchant banking ?
7. Write short notes on (any *two*) :
  - (1) Venture Capital
  - (2) Retail Bank Products
  - (3) IRDA
  - (4) Concept of Hybrid Funds
  - (5) Housing Finance.

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-304**

**M.M.M. (III Sem.) EXAMINATION, 2015  
304 : MARKETING COMMUNICATION  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

- N.B. :—** (i) Attempt any *five* questions.  
(ii) Question Nos. 1 and 7 are compulsory.  
(iii) *All* questions carry equal marks.

1. What is the importance of Communication in marketing ? Explain concept and its role in the Marketing Mix.
2. Explain with suitable example of sales promotion. Discuss the various types and techniques of Sales Promotion.
3. Explain the process of Media Planning in detail and essentials in advertising function.
4. Discuss the factors influencing selection of an Advertising Agency. Also explain various services provided by Advertising Agencies to their clients.
5. Explain the importance of PR Activities in developing and effective IMC.
6. Explain the role played by 'Direct Marketing' in Communication Mix. Discuss methods of Direct Marketing used by a firm.
7. Write short notes on (any *two*) :
  - (a) Purpose of Advertising
  - (b) Push and Pull Strategies
  - (c) Types of Appeals
  - (d) Ethics in Advertising.

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-305**

**M.M.M. (III Sem.) EXAMINATION, 2015  
305 : RETAIL OPERATIONS MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *four* questions from Q. No. 1 to Q. No. 6.

(ii) Question No. 7 is compulsory.

(iii) *All* questions carry equal marks (14 marks).

1. Describe the significant benefits of vendor managed inventories in retailing.
2. Explain the steps involved in merchandise planning with suitable examples.
3. What is category management ? Differentiate between private label brand and manufacturer's brands.
4. What are the benefits of 'events' such as a sale or a promotion to the retailing industry ?
5. Comment on inventory shrinkage. Discuss important tips for reducing inventory shrinkage at retail store.
6. Define CRM in retail. Explain the role of customer relationship management in retailing business.
7. Write short notes on (any *two*) :
  - (1) Merchandise Hierarchy
  - (2) Floor Space Management
  - (3) Planogram.

Total No. of Questions—5]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[4773]-4001**

**M.M.M. (IV Sem.) EXAMINATION, 2015**

**401 : SUPPLY CHAIN MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B.** :— (i) *All questions are compulsory.*

(ii) *Figures to the right indicate full marks.*

(iii) *All questions carries 10 marks each.*

1. 'Supply chain management is the outgrowth of the unified evolution of manufacturing management and logistics management functions ? Elaborate on evolution of supply chain management. [10]

*Or*

'Transportation is one of the visible elements of supply chain management'. Elaborate the statement. [10]

2. 'Inventory carrying cost is the expense associated with maintaining inventory'. Elaborate the statement. [10]

*Or*

'Each company stores its goods while they wait to be sold'. Elaborate on role of warehousing. [10]

P.T.O.

3. What are the considerations in planning supply chain of : [10]  
(i) Dairy Products  
(ii) Mobile Handsets.

*Or*

‘Supply chain performs the job of maintaining the delicate balance between ‘demand and supply’. Discuss. [10]

4. ‘Cross Docking shifts focus from supply chain to demand chain’. Elaborate the statement. [10]

*Or*

‘Main driver of hub and spoke model is the proximity to the customer’. Elaborate. [10]

5. Distinguish between ‘CRM and SCM’. [10]

*Or*

‘Supply chain information system is backbone of modern supply chain management system’. Discuss. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4002**

**M.M.M. (Fourth Semester) EXAMINATION, 2015**

**402 : SOCIAL MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :-** (i) All questions are compulsory.

(ii) All questions carry equal marks.

(iii) Your answers should be specific and to the point.

(iv) Support your answers with suitable live examples.

(v) Figures to the right indicate full mark for that question.

1. (A) What is Social Marketing ? Differentiate Commercial and Social Marketing. [10]

*Or*

(B) Explain social marketing mix with example. [10]

2. (A) What is Quantitative and Qualitative Research ? Differentiate between Quantitative and Qualitative Research. [10]

*Or*

(B) Explain cross cultural tailoring and cultural tailoring with respect to social marketing. [10]

P.T.O.

3. (A) Explain channel identifying process. [10]
- Or*
- (B) Explain principles of pretesting. [10]
4. (A) Explain various media tools used in social marketing. [10]
- Or*
- (B) Explain different publicity media in social marketing [10]
5. (A) Explain ethical issues in social marketing. [10]
- Or*
- (B) Explain evaluation process in social marketing. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4003**

**M.M.M. (Fourth Semester) EXAMINATION, 2015**

**403 : RURAL AND AGRICULTURAL MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Answer all *five* questions.

(ii) *All* questions carry equal marks.

1. Explain Rural Environment and Rural Economic Structure.

*Or*

Write the concept of Rural Marketing. Explain its importance.

2. What are 4P's and its impact on Rural Marketing ?

*Or*

Explain the nature of Rural Product, Rural Price and Rural Communication in Rural Marketing.

3. Write short notes on (any *two*) :

(a) Aadhar

(b) Tata Kishan Sanskar

(c) DSCL Hariyali Krishi Bazaar

(d) ITC Sagar.

P.T.O.

*Or*

Define Public distribution system. Explain cooperative society's involvement in Rural Marketing.

4. What is the concept of Agricultural Marketing ? Explain its scope.

*Or*

Explain the conflicts between Agricultural Marketing and agro-based industries.

5. Define Cooperative Marketing. Explain its emerging trends.

*Or*

Explain the impact of micro finance on Rural and Agricultural Marketing.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4004**

**M.M.M. (Fourth Semester) EXAMINATION, 2015**

**404 : ENTREPRENEURSHIP DEVELOPMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *All* questions.

(ii) *All* questions carry equal marks.

1. (A) Discuss and explain the importance of entrepreneurship.

*Or*

(B) Explain the various factors which act as barriers in entrepreneurship.

2. (A) Give the evolution of Indian Economic Development.

*Or*

(B) Mention and explain the objectives of EDP training institutes. Also write a short note on SISC, MDI.

3. (A) What is project formulation ? Discuss and explain the various stages of project formulation.

*Or*

(B) Give the definition and scope of project appraisal. Discuss Economic appraisal, Technical appraisal.

P.T.O.

4. (A) Define 'Small Scale Industry'. Explain the steps involved in starting a small scale industry.

*Or*

- (B) Mention and discuss the incentives and subsidies for small scale industry.

5. (A) Discuss the success story of R. Narayan Murthy of Infosys.

*Or*

- (B) Discuss the success story of Steve Jobs of Apple.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4005**

**MMM (Fourth Semester) EXAMINATION, 2015**

**405 : SECTORAL MARKETING PRACTICES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B.** :— (i) *All* questions are compulsory.

(ii) Each question carries equal marks.

1. (a) What is meant by Pharmaceutical Marketing ? Explain in brief the pharmaceutical market dimensions. [10]

*Or*

- (b) Explain the social positioning of pharmaceutical marketing in India. [10]

2. (a) What is tourism marketing ? Explain the scope of tourism marketing in India. [10]

*Or*

- (b) What are the characteristics of tourism industry ? Discuss Indian and Global tourism environment. [10]

P.T.O.

3. (a) Discuss the recent trends in tourism marketing. [10]

*Or*

(b) Explain the role of travel agent in tourism marketing ? And also explain importance of tourism channels ? [10]

4. (a) Explain the concept of Knowledge Management ? And also explain how knowledge based Marketing helps organization to grow ? [10]

*Or*

(b) What are the roles of knowledge management in service marketing strategies ? [10]

5. (a) What is meant by political marketing ? Discuss in detail Indian and Global Political environment. [10]

*Or*

(b) Explain the MKIs for political marketing. Also explain challenges and opportunities for political marketing. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4006**

**M.M.M. (Fourth Semester) EXAMINATION, 2015**

**406 : INDUSTRIAL MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) All questions carry equal marks.

1. (A) Explain differences between industrial marketing and consumer marketing.

*Or*

- (B) What is derived demand ? Describe the economics of demand with respect to industrial marketing.

2. (A) Define Industrial Product ? How are the industrial products classified ?

*Or*

- (B) “For Industrial products, quality and availability of after sales service and spare parts are critical”. Offer your views and comments.

3. (A) Discuss in detail organisational buying decision process. Give examples.

*Or*

- (B) A global automobile company having factory at Mumbai is planning to develop suppliers for press parts for their new model. Discuss buying decision process in this organisation. Also list the buying roles that will be involved in this process.

P.T.O.

4. (A) “Role of personal selling is more prominent in industrial marketing than consumer goods marketing”. Comment with reasons and examples.

*Or*

- (B) Explain the roles and duties of Industrial Marketing Manager.

5. (A) “Pricing to industrial customer is very critical to ensure continuity of business”. Comment.

*Or*

- (B) Design marketing channel for a manufacturer of Ball, Roller and Taper bearings required in Automobiles, Machine tools and other Industrial Equipments.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4007**

**M.M.M. (Fourth Semester) EXAMINATION, 2015**

**407 : LEGAL ASPECTS OF MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All questions are compulsory.*

(ii) *Each question has an internal option.*

(iii) *Each question carries 10 marks.*

(iv) *Figures to the right indicate marks for that question/sub-question.*

(v) *Your answers should be specific and to the point.*

(vi) *Support your answers with suitable live examples.*

(vii) *Draw neat diagrams and illustrations supportive to your answer.*

(viii) *Use of calculators is permitted.*

1. (A) Who is an unpaid seller ? Explain the rights of an unpaid seller with appropriate example. [10]

*Or*

(B) What are the different kinds of agents ? Explain the duties and responsibilities of various agents. [10]

2. (A) What is meant by Intellectual Property Right ? What are the different legal provisions related to Copyright and Design Act, 2000 ? [10]

P.T.O.

*Or*

(B) What is meant by Trade Mark Act, 1999 ? Discuss procedure for registration of trade mark. [10]

3. (A) Briefly explain the following terms as used in the Consumer Protection Act, 1986 : [10]

(a) Complainant

(b) Consumer

(c) Provisions regarding District Forum

*Or*

(B) Briefly explain the Consumer Protection Act 1986 and the term 'Consumer Dispute' under Consumer Protection Act, 1986. [10]

4. (A) What do you mean by Information Technology Act, 2000 ? Explain digital signature according to Information Technology Act, 2000. [10]

*Or*

(B) What is the effect of digitalization ? Explain in detail Electronic Governance. [10]

5. (A) What do you mean by Negotiable Instruments Act 1881 ? Briefly explain the Promissory Note and Bill of Exchange. [10]

*Or*

(B) What is meant by 'Value Added Tax' ? What are fundamental provisions and implications for marketing ? [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-4008**

**M.M.M. (Fourth Semester) EXAMINATION, 2015**

**408 : EXIM PROCEDURES**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Each question has an internal option.

(iii) Figures to the right indicate full marks.

1. Who is an exporter ? Explain in detail the different categories of exporter. [10]

*Or*

What are the benefits offered to the units in SEZ and EOU ? [10]

2. What is EPCG ? How does EPCG work in Import and Export trade ? [10]

*Or*

Write short notes on (any *two*) : [10]

(a) Focus market scheme

(b) Focus product scheme

(c) Duty entitlement Pass-book scheme.

3. Define import. What is the procedure for the selection of the supplier of goods ? [10]

*Or*

What do you mean by Import ? Explain in detail the process of identification of the supplier. [10]

P.T.O.

4. Explain the role of Custom House agent. [10]

*Or*

Explain the role of freight forward agent. [10]

5. How are the goods cleared in the process of imports by sea ?  
Explain the documentation also. [10]

*Or*

Explain the procedure of custom clearance of imports by air along  
with the documents required. [10]

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-401**

**M.M.M. (IV Sem.) EXAMINATION, 2015  
401 : BRAND MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Define Product Mix. Discuss different product line strategies.
2. Discuss Product Strategies adopted over the Product Life Cycle.
3. Discuss various Qualitative and Quantitative methods of Sales Forecasting.
4. Compare Products and Brands. Explain brand equity concept.
5. Discuss various Positioning Strategies with suitable examples of products and brands.
6. Explain Brand building process using suitable model. Examine the process of brand building for “Tide”.
7. Write short notes on (any *two*) :
  - (a) Product Differentiation
  - (b) Brand Extension
  - (c) Managing brand over time
  - (d) Co-branding.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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**[4773]-402**

**M.M.M. (IV Sem.) EXAMINATION, 2015**

**402 : STRATEGIC MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 7 is compulsory.

(ii) Attempt any *four* questions.

(iii) *All* questions carry equal marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

1. Define and describe in detail the concept of 'Marketing Audit'. Explain its practical scope and utility. [14]
2. "Vision, Mission, Objectives and Goals highly influence Strategy Formulation." Discuss. [14]
3. Explain with suitable example, how McKinsey's 7s Framework helps in analyzing and improving Organisational Effectiveness. [14]
4. Define the term 'Strategic Marketing Management'. Explain its objectives and importance. [14]
5. Explain how Porter's Five Forces Model helps in formulating Marketing Strategies. [14]
6. Write short notes on (any *two*) : [2×7=14]
  - (a) Marketing Strategies for ITES Industries
  - (b) Distribution Strategies
  - (c) GE 9 Cell Model
  - (d) SWOT Analysis.

P.T.O.

## 7. Case Study :

[14]

Sweet Drinks Ltd. is a drinks company whose core business is manufacturing and selling soft drinks to 80,000 outlets throughout India. The business of the company is good with annual turnover exceeding three billion of rupees. Profits are good and shareholders are often rewarded with lucrative dividends and bonuses. Four years back the company has diversified into the alcoholic drinks industry and has taken-over two small breweries located in western India. The company has also diversified into hotels with purchase of twenty-five hotels of three/four star category across the country. To its advantage the company has been able to obtain a monopoly for the sale of its soft drinks in its hotels and is beginning to establish itself as a brand name in the brewery industry. Part of the strategy of the company is to continue to purchase hotels, particular by targeting National Capital Region of Delhi where tourism is likely to pick up with the forthcoming Commonwealth Games. The company also intends to construct a five star hotel in Gurgaon to take tax advantage announced recently by the finance ministers.

Everything was going on well until recently, when a Public Interest Litigation from NGO accused the company of indulging in surrogate advertising of its brewery products. In fact the company has similar brand names for its soft drinks and brewery products. This triggered a lot of protests and demonstrations against the company. Newspapers were flooded with the articles against the company. There were also some demonstrations and some small incidents of stone pelting in a few of its hotels.

**Answer the following questions :**

- (a) Discuss the factors related to SWOT analyses for the company.
- (b) Explain how Sweet Drinks Ltd. is achieving synergy.
- (c) Explain the nature of diversification adopted by the company.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
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**[4773]-403**

**M.M.M. (IV Sem.) EXAMINATION, 2015**

**403 : EXPORT DOCUMENTATION AND FOREX MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) All questions carry equal marks.

1. Describe the methods of entering an export market and types of export instruments.
2. “Government of India gives various incentives to exporters in order to improve their competitiveness in the foreign market.” Comment.
3. Write short notes on any *two* from the following :
  - (a) Pre-shipment Finance
  - (b) Post-shipment Finance
  - (c) External Commercial Borrowings
  - (d) Exim Bank Finance.
4. How does a letter of credit work ? Explain the types of letter of credit.
5. “The invoice and bill of lading are two documents required for every export shipment.” Explain the statement with the help of suitable examples.
6. Write an essay on institutional support from Government, Semi-government and Autonomous organization for exporters.
7. Comment on any *two* :
  - (a) Export Risk Mitigation
  - (b) Foreign Exchange Rate
  - (c) Foreign Exchange Market
  - (d) Registration of Exporters
  - (e) Customer Procedure for Export.

<b>Seat No.</b>	
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**[4773]-404**

**M.M.M. (IV Sem.) EXAMINATION, 2015  
404 : DIRECT MARKETING  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Answer any *five* questions.

(ii) *All* questions carry equal marks.

1. Explain how Direct Marketing is Interactive Marketing also. Discuss the key principles of targeting, interaction, control and continuity.
2. Describe Data Warehousing and Business intelligence appliances.
3. Discuss the role of brands and personalized marketing communications as well as media channels in Direct Marketing Media.
4. “Interactive TV, Mobile and SMS play very important role in Direct Marketing.” Discuss.
5. Explain advantages and disadvantages of the following :
  - (a) Online Web Advertising
  - (b) Direct Mail Advertising.
6. Describe the regulations and codes of practice of Data Protection and Privacy.
7. Write short notes on (any *two*) :
  - (a) MLM
  - (b) Personal Selling
  - (c) Automatic Vending Machines
  - (d) Exhibition.

Total No. of Questions—7]

[Total No. of Printed Pages—1

<b>Seat No.</b>	
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**[4773]-405**

**M.M.M. (IV Sem.) EXAMINATION, 2015  
405 : INDUSTRIAL MARKETING  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

1. Design and justify the channels of distribution for Nation level organisation manufacturing welding machine.
2. Discuss in detail the organisational buying decision process. Give examples.
3. What do you understand by the term “Reseller’s Market” ? What are the typical characteristics of this Market ?
4. Discuss various factors that influence the pricing of Industrial products.
5. Discuss with examples the difference between buying decision process of Industrial buying and Consumer buying.
6. Explain in detail the promotion of Industrial products.
7. Write short notes on (any *two*) :
  - (a) Industrial product life-cycle
  - (b) Determinants of Industrial demand
  - (c) Auction and follow up
  - (d) Classification of Industrial products.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
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**[4773]-406**

**M.M.M. (IV Sem.) EXAMINATION, 2015**  
**406 : RURAL AND AGRICULTURAL MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions.

(ii) *All* questions carry equal marks.

(iii) Make and state your assumptions clearly and give examples wherever necessary.

1. Define the Role of Government in Agricultural Development in India. Discuss with suitable examples.
2. Critically discuss the role of Co-operative Marketing in Agriculture. Discuss with suitable examples.
3. Discuss the opportunities and challenges before Dairy and Poultry Industry in the present scenario.
4. Critically discuss the concept of Marketing Mix with reference to rural marketing. Suggest Marketing Mix for a seed manufacturing company.
5. What are the different promotional activities undertaken by the Govt. in Agriculture Development in India ?
6. What do you understand by organised Procurement and Warehousing in Agriculture Business ?
7. Attempt any *two* :
  - (a) Supply Chain Management in Agri-Business
  - (b) Recruitment and Training of HR in Agri-Marketing
  - (c) Segmentation in Rural Marketing.