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[5568]-11

M.M.M. (I Sem.) EXAMINATION, 2019

101 : PRINCIPLES AND PRACTICES OF MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

(iii) Draw relevant diagrams wherever necessary.

1. Elaborate the contribution of Henry Fayol in the development of Management Thought. [14]
2. Define Management. Explain the basic function of Management in detail. [14]
3. Define Motivation. Explain Herzberg theory of work motivation. [14]
4. Write detailed note on McGregor's theories X and Y. [14]
5. Define leadership and discuss various leadership traits with example. [14]

P.T.O.

- 6.** Comment : Corporate Social Responsibility is essential for the long term survival and growth of any organization. [14]
- 7.** Write short notes on (any *two*) : [14]
- (a) Japanese Styles of Management
 - (b) Team Building
 - (c) Communication and Perception
 - (d) Concept of Top Management.

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[5568]-12

M.M.M. (First Semester) EXAMINATION, 2019

102 : PRINCIPLES OF MARKETING

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. “Adapting with marketing environment has become very tough job for marketer.” Illustrate this statement. Explain Macro and Micro environmental factors influencing marketing decisions.
2. Explain New Product Decision Process with suitable examples.
3. How pricing is important element of marketing ? Explain various methods of pricing in detail.
4. What are the various basis of segmentation ? Explain target marketing and positioning strategies for any product of your choice.
5. Define physical distribution. Explain the importance of distribution in marketing and various channels of distribution.

P.T.O.

- 6.** What is marketing control ? Explain the important types of marketing control techniques in detail.
- 7.** Write short notes (any *two*) :
- (a) Approaches to marketing
 - (b) Promotion tools
 - (c) Marketing ethics
 - (d) New trends in packaging.

Total No. of Questions—9]

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[5568]-13

M.M.M. (Semester I) EXAMINATION, 2019

103 : FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 1 is compulsory. Out of the remaining attempt *two* questions from Section I and *two* questions from Section II.

(ii) Figures to the right indicate full marks.

1. Write short notes on any *two* of the following : [10]
- (a) Product Vs. Period Cost
 - (b) Financial Accounting Vs. Cost Accounting
 - (c) Underabsorption of overheads
 - (d) Duties of Storekeeper.

Section I

2. Define the term 'Cost'. How are the costs classified according to 'variability' and 'controlability' ? [15]
3. What do you understand by overheads ? Discuss any *two* methods of secondary distribution of overheads. [15]

P.T.O.

4. (a) Discuss the following terms in relation to marginal costing : [6]
- (i) Key factor
 - (ii) Profit-Volume ratio
 - (iii) Margin of safety.
- (b) Distinguish between standard costing and budgetary control. [9]
5. Define Budgets. Discuss various types of functional budgets. [15]

Section II

6. A company manufactures Product A by using 3 types of raw material M, N, O. Standard data for each of the items is given below :

Material M — 15 kgs @ Rs. 9 per kg

Material N — 3 kgs @ Rs. 12 per kg

Material O — 4 kgs @ Rs. 18 per kg

Standard output obtained by consuming above material is 18 kgs. Actual output for the period is 1800 kgs and the consumption of material is as under :

Material M — 1400 kgs @ Rs. 10.50 per kg

Material N — 450 kgs @ Rs. 11.00 per kg

Material O — 380 kgs @ Rs. 16.00 per kg

Calculate material variances. [15]

7. A fountain pen manufacturer has developed a new variety with unique features. R&D executive has suggested 3 possible retail prices viz. Rs. 30 for Royal Star Rs. 20 for Delux and Rs. 15 for Janata model. His marketing manager has of the opinion that his wholesalers and dealers to be given 30% discount on the above suggested prices for each model.

The estimated fixed cost is around Rs. 1,50,000 and variable cost per unit for all models. You are required to calculate :

- (1) BEP for each model of pen.
- (2) How much should be manufacturer sale (in total) in order to make overall profit of Rs. 30,000 ? [15]

8. OP stock of material as on 1-2-08 with M/s Openup Ltd. was 50 units @ Rs. 11/unit. The following are purchases and issues during Feb. and March, 2018 :

| Date | Purchases | Issues |
|-------------|--------------------|---------------|
| Feb. 10 | 10 units @ Rs. 12 | — |
| Feb. 12 | — | 5 units |
| Feb. 14 | 70 units @ Rs. 14 | — |
| Feb. 20 | — | 80 units |
| March 2 | 100 units @ Rs. 16 | — |
| March 10 | — | 70 units |
| March 18 | 10 units @ Rs. 17 | — |
| March 30 | — | 40 units |

Calculate closing stock by LIFO method. [15]

9. A factory is currently working at a capacity of 10,000 units which represents 50% capacity level. Cost Break up is as under :

Direct Material = Rs. 90

Direct Labour = Rs. 40

Factory Overheads = Rs. 20 (Rs. 10 fixed)

Adm. Overheads = Rs. 30 (Rs. 20 fixed)

Current S.P. is Rs. 225 per unit.

At 60% of working capacity material cost per unit will be increased by 5% and S.P. would reduced by 3%.

At 80% capacity level, material cost would be increased by 2% only when as S.P. will fall by 5%.

Estimate the profitability of factory at 60%, 80% capacity level and give your comments. [15]

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[5568]-14

M.M.M. (I Semester) EXAMINATION, 2019
104 : 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 neat diagrams wherever necessary.

1. Define Managerial Economics. Explain its nature and scope.
2. What is price elasticity of demand ? Discuss with suitable examples factors influencing price elasticity of demand.
3. State the Law of Variable Proportions. Explain in detail with the help of diagram and example.
4. What is Price Discrimination ? Explain with the help of diagram price discrimination under monopoly.
5. Distinguish between cost-plus pricing and marginal cost pricing.
6. Discuss in detail Break-even analysis.
7. Write short notes on (any *two*) :
 - (a) Features of oligopoly.
 - (b) Sales Maximisation.
 - (c) Administered pricing
 - (d) Cross Elasticity.

Total No. of Questions—6]

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[5568]-15

M.M.M. (First Semester) EXAMINATION, 2019

105 : RESEARCH METHODOLOGY

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question Nos. 1 and 6 are compulsory.

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

1. (a) Explain the research process 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]

| | | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 10, | 24, | 16, | 35, | 18, | 27, | 19, | 14, | 16, | 33, |
| 24, | 10, | 22, | 14, | 36, | 16, | 11, | 17, | 18, | 21, |
| 18, | 20, | 15, | 22, | 19, | 23, | 21, | 29, | 24, | 28, |
| 28, | 29, | 29, | 30, | 33, | 23, | 18, | 12, | 38, | 32. |

(c) Draw “Bar Chart” for the above data. [5]

P.T.O.

- 2.** What is primary data ? Explain in detail any *two* out of three below mentioned data collection methods : [10]
- (a) Observation
 - (b) Interviewing
 - (c) Experimentation.
- 3.** What is Scaling ? Explain in brief the following types of scales : [10]
- (a) Rating Scales
 - (b) Likert Scale.
- 4.** Prepare questionnaire to study users' perception towards TATA SKY services providers and variety of services offered by them to viewers. [10]
- 5.** What are various probability and non-probability sampling techniques ? Explain any *two* probability sampling techniques and any *two* non-probability sampling techniques in brief : [10]
- 6.** Write short notes on (attempt any *four*) : [20]
- (a) Types of Variables
 - (b) Reliability and Validity
 - (c) Report writing
 - (d) Literature Review
 - (e) Data Coding.

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[5568]-16

M.M.M. (I Semester) EXAMINATION, 2019
106 : CONSUMER BEHAVIOUR
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* questions.
(ii) *All* questions carry equal marks.

1. Define Consumer Behaviour. Explain its relationship with marketing management with suitable example.
2. What are the steps involved in decision making process ? Explain in detail the post-purchase behaviour of consumer.
3. Diagrammatically represent and explain the Engel, Blackwell and Miniard model.
4. Discuss various bases that can be used for market segmentation.
5. What is reference group ? Explain its relevance to Consumer Behaviour.
6. What do you understand by Consumerism in India ? Explain reasons behind rise of consumerism.
7. Write short notes on (any *two*) :
 - (a) Consumer Satisfaction
 - (b) Celebrity endorsements
 - (c) Diffusion of innovation.

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[5568]-21

MMM (Second Semester) EXAMINATION, 2019

201 : SERVICE MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

Instructions

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

- Q.1. Explain Services concept. Explain classification of services in detail.
- Q.2. What are the distinctive characteristics of services?
- Q.3. What is meant by Service blueprint? Explain the concept of service mapping.
- Q.4. Elaborate on how employees are managed for service orientation. Give any two examples.
- Q.5. What are the distribution strategies for Services?
- Q.6. Explain advertising and Sales promotion in the service industry.
- Q.7. Write short notes. (Any two)
1. SST
 2. Classification of services
 3. Handling complaints effectively

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Total No. of Questions—7]

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[5568]-22

M.M.M. (II Semester) EXAMINATION, 2019

RETAIL MARKETING

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) Every question carries **14 marks***

1. Define Retailing? Explain in detail different types of Retailing. Justify it with suitable examples.
2. In light of emerging retail revolution, discuss different factors involved in achieving strategic positioning. Justify the same with suitable examples.
3. Explain the stages involved in consumer decision making process with the help of suitable example.
4. Taj Group is planning to enter in Retail sector; you have to design a retail organization structure for the same.
5. Discuss the different methods for communicating with the customers. Supplement it with suitable example.
6. Discuss the Importance of Information Technology in Retail in detail.
7. Write Short Note on any Two
 - a. Store Design
 - b. Retail Location
 - c. Store Facade

Total No. of Questions—7]

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[5568]-23

M.M.M. (Second Semester) EXAMINATION, 2019

203 : SALES MANAGEMENT AND PERSONAL SELLING

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Write in detail, functions of sales management. Explain sales process with suitable examples.
2. What is sales forecasting ? Explain the procedure and various methods of sales forecasting.
3. Explain the importance of training in sales management. Explain the strategic areas considered while imparting sales training.
4. Discuss the financial incentives and their merits over the non-financial incentives for sales personnel in sales management.
5. What are the means and methods of evaluating and supervising field forces ?

P.T.O.

- 6.** How Recruitment and selection is vital to the improvement of the organization ?
- 7.** Write short notes on any *two* from the following :
- (i) Sales meetings
 - (ii) Sales contests
 - (iii) Salesmanship
 - (iv) Sales Research.

Total No. of Questions—7]

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[5568]-24

M.M.M. (II Sem.) EXAMINATION, 2019

204 : DISTRIBUTION MANAGEMENT AND LOGISTICS

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain the significance and objectives of Physical Distribution–Logistics. Also explain the Physical Distribution Process.

2. What are Marketing Channels ? Explain the need and importance of marketing channels. Discuss the factors that influence selection of marketing channels.

3. Explain the following :
 - (a) Types of wholesalers
 - (b) Functions of wholesalers
 - (c) Trends in wholesalers.

4. What do you understand by—Horizontal Marketing Systems (HMS) and Vertical Marketing Systems (VMS) ? Explain with examples.

P.T.O.

5. (a) Explain the importance and functions of Retailers.
(b) How are retailers classified based on different criteria ?

6. Explain the term 'Supply Chain Management'. What are its components ?
Also discuss interdependencies in supply chain ?

7. Write short notes on (any *two*) :
 - (a) Order processing
 - (b) Materials handling
 - (c) Types of channel conflicts.

Total No. of Questions—7]

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[5568]-25

**M.M.M. (II Semester) EXAMINATION, 2019
MARKET RESEARCH
(2008 PATTERN)**

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Answer *All* 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 primary data ? Explain various sources for collection of primary data. Also enlist various problems faced by Researchers.
3. What is Test Marketing ? What are the essentials of successful test marketing ?
4. A company launched a fairness cream in the market with a brand name 'Fairy Made'. The brand initially did well in the market. But it was observed that the sale of the brand has suddenly dropped down. Develop a research project to investigate reasons.
5. Discuss various scales of measurement used in 'Market Research'.
6. Explain various steps in formulating market research project with the help of a suitable example.
7. Write short notes on (any *two*) :
 - (a) Types of Research
 - (b) Research Reports
 - (c) Telephonic Interview.

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M.M.M. (Semester II) EXAMINATION, 2019

206 : RELATIONSHIP MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Compare and contrast transaction-based marketing with relationship marketing.
2. What is significance of customer satisfaction in relationship marketing ? Discuss customer satisfaction with reference to domestic airline.
3. Explain, how a relationship-oriented firm transforms a buyer from the status of a prospect to that of a partner. Give examples.
4. How does relationship approach contribute to the distribution function ? Example giving examples.
5. Explain contribution of Information Technology to the Practice of Relationship Marketing.

P.T.O.

6. Explain in detail inter-linkages among the recency, frequency and monetary value concepts. Quote examples, in support of your view-point.
7. Write short notes on (any *two*) :
- (a) Mass customisation
 - (b) Database marketing
 - (c) Customer profitability analysis
 - (d) Moment of truth in relationship marketing.

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M.M.M. (III Sem.) EXAMINATION, 2019

INTERNATIONAL MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) Attempt any *four* out of the remaining.

(iii) *All* questions carry equal marks.

1. What are the objectives of International Marketing ? What are its challenging aspects ? [14]
2. What is environmental analysis ? Explain its need in case of Global Marketing. [14]
3. Explain various International product strategies with suitable examples. [14]
4. Discuss 'Direct' and 'Indirect' exports as distribution channel. [14]
5. List out various factors influencing international pricing decision. What are the possible pricing strategies adopted in International Marketing ? [14]

P.T.O.

6. Write short notes (any *two*) : [14]
- (a) Push and pull strategies for International Market
 - (b) Data collection problems in International Marketing Research
 - (c) Country risk analysis
 - (d) Foreign market entry strategies.

7. **Case Study :**

Outsourcing

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-99, 2000-01.

Mahindra & Mahindra has been selling its tractors and utility vehicles in foreign market including USA. Some of the components for its products have been sourced from abroad.

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

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 Moolsan 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 start 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 :

1. What are the advantages and disadvantages of global sourcing ?
2. How will the foreign market expansion help M & M ?
3. How does the strategic alliance with Tong Yang benefit M & M ?
4. What are the possible risks of the alliance and how can they be overcome/minimised ?

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M.M.M. (Third Semester) EXAMINATION, 2019

LAWS RELATED TO MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— Answer any *five* questions.

1. What is contract ? Explain essential elements for valid offer.
2. Explain the nature of sale of goods contract, also define the term 'goods' and state different types of goods.
3. Explain the following :
 - (a) Electronic governance
 - (b) Electronic signature.
4. What is meant by crossing of cheque ? Also explain rights of true owner and penalties in case of dishonour of cheque.
5. Explain the term 'consumer and consumer dispute'. Elaborate various rights of consumer under Act.

P.T.O.

6. Explain the objective of Trade Marks Act, and state the procedure for registration of Trade Mark.
7. Write short notes on (any *two*) :
- (i) Patent and Copyright
 - (ii) Unpaid Seller
 - (iii) Principal and Agent
 - (iv) Fundamentals of Vat
 - (v) Condition.

Total No. of Questions—8]

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M.M.M. (Semester III) EXAMINATION, 2019

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. Discuss various categories of Financial Services.
2. What are the advantages of Credit Cards ? Discuss the future of Credit Cards in Indian Economy.
3. What is the role of Asset Management Company towards Mutual Fund Scheme ? What is the benefit of Asset Management Company to the Investors ?
4. What do you mean by Insurance ? Discuss types of Insurance with Pros and Cons.
5. What is Venture Capital ? Explain features and advantages of Venture Capital Fund.

P.T.O.

6. Explain Banking structure in India and impact of Technology on Bank Marketing.

7. What is Mutual Fund ? What is the role of SEBI in regulating Mutual Fund Industry ?

8. Write short notes on (any *two*) :
 - (a) Retail Bank Products
 - (b) Housing Finance
 - (c) Cross Selling
 - (d) IRDA.

Total No. of Questions—7]

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[5568]-34

M.M.M. (III Semester) EXAMINATION, 2019
MARKETING COMMUNICATION
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What are the different types of ad agency ? Draw the ad agency organization structure and explain the role of each department in campaign.
2. Explain the process and significance of 'public relation management' for a business firm.
3. Prepare advertising plan for suitable 'FMCG product' of your choice.
4. Prepare ad copy for the 'Global Warming Awareness'.
5. What is media planning ? Prepare media plan for the following product :
 - (a) Diabetic biscuits
 - (b) Laptop
 - (c) Refrigerator.
6. Discuss in detail the importance of evaluation of advertisements. Write different methods of testing advertisement effectiveness.

P.T.O.

7. Write short notes on (any *two*) :
- (a) Ad campaign
 - (b) Corporate advertising
 - (c) Ad budget
 - (d) Internet advertising.

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M.M.M. (Semester III) EXAMINATION, 2019

305 : RETAIL OPERATIONS MANAGEMENT

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Discuss why retail supply chain management is gaining importance in current scenario. Explain its scope.
2. “Metro books store” is planning to establish its store near your Institute. Design merchandise range for the same.
3. Discuss the advantages and disadvantages of manufacturers brands. What strategies will you suggest to a manufacturer for effectively competing with private label brands ?
4. Discuss the techniques for evaluating floor space of a retail store.
5. Design customer loyalty programme for a Coffee Shop near your institute.

P.T.O.

- 6.** What techniques will you suggest a retailer to minimise inventory shrinkage ?
- 7.** Write short notes on (any *two*) :
- (a) Employee theft
 - (b) Merchandise hierarchy
 - (c) Quick response inventory planning.

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M.M.M. (IV Semester) EXAMINATION, 2019

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. Explain different levels of product.
2. Discuss in detail factors affecting design of product.
3. What do you understand by the term differentiation ? Discuss various methods of creating differentiation. Give suitable examples.
4. Film star Aamir Khan has been Brand Ambassador for Titan for some time now. What pros's and con's M/s Titan would have taken into consideration before deciding on the strategy ?
5. Explain the process of brand building in detail. Give suitable examples.

P.T.O.

6. Brand personality leads to relationship building with customers. Do you agree ? Discuss citing suitable examples.
7. Write short notes on any *two* :
- (1) Brand equity
 - (2) Product line and length
 - (3) Co-Branding
 - (4) Brand Extensions.

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[5568]-42

MMM (Fourth Semester) EXAMINATION, 2019

402 : STRATEGIC MARKETING

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Name of the company : Trendy Nutraceuticals (P) Ltd.

Product : Energy Drink

As a decision making person in strategic management team, formulate strategy for marketing the product.

2. “Implementation of marketing strategies is challenging in industrial sector.” Discuss.

3. Explain the term strategy. Discuss the concept and objectives of strategic marketing management.

4. Describe scope of marketing audit. Explain utility of marketing audit in strategy formulation.

P.T.O.

5. Discuss importance of porter's model in analysing the marketing strategies.
6. Design an introduction strategies for a new product in FMCG sector. Explain planned or unplanned strategy for withdrawl of a product.
7. Write short notes (any *two*) :
 - (a) Mckinesy's 7s framework
 - (b) BCG Matrix
 - (c) Marketing strategies for IT industry
 - (d) Constraints in marketing strategy implementation.

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**M.M.M. (IV Semester) EXAMINATION, 2019
EXPORT DOCUMENTATION AND FOREX MANAGEMENT
(2008 PATTERN)**

Time : 3 Hours

Maximum Marks : 70

Instructions

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

Q.1) Discuss the Maslow's Theory of Motivation.

Q.2) Explain concept and importance of Corporate Social Responsibility in detail

Q.3) Define Leadership. Explain various Leadership Traits required of an Manager in today's context

Q.4) How 'Pre-shipment Finance' and 'Post-shipment Finance' is arranged? Explain various steps carried out by Exporter regarding the same.

Q.5) Define 'Letter of Credit'. Also indicate various types of Letters of Credit along with brief description of each type.

Q.6) What are the Financial and Fiscal Incentives provided by Government and Foreign Exchange Facilities provided by RBI and Exim Bank to Exporters?

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

- (a) Sending Samples Overseas
- (b) External Commercial Borrowings
- (c) Institutional Support from Government to Exporter
- (d) Insuring Goods against Marine Risk
- (e) Market Entry Strategies
- (f) Financial and Fiscal Incentives

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[5568]-44

M.M.M. (IV Sem.) EXAMINATION, 2019

404 : DIRECT MARKETING

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

- Instructions:** 1. Attempt any FIVE questions.
2. All questions carry equal marks.
3. Relevant examples carry weightage.

Q.1 Discuss the following methods of Direct Marketing. Give relevant examples: (any 2)

(i) Multi-Level Marketing (MLM)

(ii) Exhibition – Trade Fares

(iii) Personal Selling

Q.2 Differentiate between direct marketing media and non-direct media. Give characteristics of addressable media with examples.

Q.3 ‘Now-a-days direct response methods like teleshopping, e-mail marketing and online web advertising are becoming popular.’ Discuss with examples.

Q.4 Technology enables Direct & Interactive Marketing. Comment.

Q.5 Define Direct Marketing. Explain concept, growth, benefits and limitations of it.

P.T.O.

Q.6 Explain the technology mediated marketing channels:

(i) Mobile and SMS

(ii) Digital Marketing

Q.7 Write short notes (any 2)

(a) e-CRM

(b) Data Protection and Privacy

(c) Kiosk Marketing

Total No. of Questions—7]

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[5568]-45

M.M.M. (Semester IV) EXAMINATION, 2019

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. Differentiate between industrial goods marketing and consumer goods marketing.
2. How are industrial products classified ? How does this classification help in marketing of industrial products ?
3. Discuss the various factors which affect the pricing decision of industrial products.
4. Explain the organizational buying decision process with examples.
5. How does promotional activity of industrial products differ from that of consumer goods ?

P.T.O.

6. What is buying grid ? What way is it useful to the marketers of industrial goods ?
7. Write short notes on (any *two*) :
- (a) Segmentation of industrial markets
 - (b) Derived demand
 - (c) Channel structure of industrial products
 - (d) Role of personal selling in industrial marketing.

Total No. of Questions—7]

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[5568]-46

**M.M.M. (IV Semester) EXAMINATION, 2019
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. Explain the concept of Agricultural Marketing with suitable examples.
2. Discuss with suitable example the difference between Agricultural Marketing and Industrial Marketing.
3. Explain the role of Government in Agricultural Marketing with suitable examples.
4. Elaborate the role of Agriculture in the economic development of India.
5. Explain what is Rural Marketing. State its features.
6. What is co-operative marketing society ? Explain with suitable example.
7. Write short notes on (any *two*) :
 - (1) Marketing information
 - (2) Organised retailing
 - (3) Difference between Agricultural Marketing and Consumer Marketing.
 - (4) Recruitment of Human Resource in Agri-marketing.