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[5568]-101

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

101 : BASICS OF MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

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

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

1. What do you understand by the term 'Marketing' ? Explain the core concepts of needs, wants and exchange. [10]

Or

What is meant by Marketing Services ? Note down the importance of services in marketing function of a modern business firm. [10]

2. Explain the concept of four 'P's in marketing. What precautions should marketer take to offer appropriate services in the market ? [10]

Or

Analyse the needs and trends for manufacturing sector in changing marketing environment. [10]

3. What is meant by target marketing and product positioning ? [10]

Or

What are the various determinants of consumer behaviour and consumer buying behaviour ? [10]

P.T.O.

4. What is product ? Explain various types of products. [10]

Or

Explain various stages of product life-cycle and its impact on selling process in each stage of PLC. [10]

5. Define the term 'Advertising'. What is the importance of advertising of products through various media ? [10]

Or

Write short notes on :

- (a) Sales promotion [5]
(b) Publicity. [5]

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[5568]-102

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

102 : 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. What are the accounting concepts and conventions ? Name them and explain accounting conventions in detail. [10]

Or

Write notes on :

(i) Functions of Financial Accounting. [5]

(ii) Users of Financial Accounting information. [5]

P.T.O.

2. Define Management Accounting. Explain in detail the functions of management accounting. [10]

Or

What do you understand by 'Management Accounting' ? Distinguish between Management Accounting and Financial Accounting. [10]

3. Pune based Battery Company furnishes you following information : [10]

Year 2017

	First Half	Second Half
Profit	21,600	64,800
Sales	8,10,000	10,26,000

From the above information you are required to find out the following assuming that FC remains fix for both period :

- (1) P/V Ratio
- (2) FC
- (3) Amount of profit/loss when sales are Rs. 6,48,000.
- (4) Amount of sales required to earn profit of Rs. 1,08,000.

Or

Sai Company, Shirdi provides the following information for the year 2017-18 : [10]

Sales – 15,000 units

Fixed Cost Rs. 34,000.

Sales value Rs. 1,50,000.

Variable cost Rs. 6 p/u.

You are required to calculate :

- (a) P/V Ratio, BEP (Rs.) & Margin of Safety
- (b) Also calculate and make comment the effect of the following :
 - (i) Decrease of 10% in selling price.
 - (ii) Increase of 10% in variable cost.

4. Pran Ltd. wishes to arrange overdraft facility with its bank during the period June to August 2017. Prepare a cash budget for the above period from the following data :

(In Rupees)

Month	Sales	Purchase	Wages
April	1,80,000	1,24,800	12,000
May	1,92,000	1,44,000	14,000
June	1,08,000	2,43,000	11,000
July	1,74,000	2,46,000	10,000
August	1,26,000	2,68,000	15,000

- (i) 50% of credit sales are realized in the month following the sales and remaining 50% in the second month following. Creditors are paid in the month following the month of purchases.
- (ii) Wages are paid one month arrears.
- (iii) Cash at bank on 1st June 2017 Rs. 25,000.

Or

The expenses budgeted for production at 100% capacity of Ravine Enterprises, Pune are given below : [10]

Particulars	Amount (Rs.)
Direct Material	6,00,000
Variable Works Overheads	2,00,000
Wages	2,00,000
Fixed Production Overheads	80,000
Production Expense	40,000
Administrative Expense (Rigid)	40,000
Selling Overheads (10% Fixed)	1,20,000
Distribution Overheads (80% Variable)	60,000

Prepare a Flexible budget for the production at 60% and 80% capacity.

5. From the following particulars, calculate Material Cost Variance, Material Usage Variance and Material Price Variance : [10]

Product	Std. Qty.	Std. Price	Actual Qty.	Actual Price
A	1,050	2.00	1,100	2.25
B	1,500	3.25	1,400	3.50
C	2,100	3.50	2,000	3.75

Or

Calculate sales variance for ABC Pen Manufacture Company from the below information : [10]

Product	Standard			Actual		
	Qty.	Sale Price	Total (Rs.)	Qty.	Sale Price	Total (Rs.)
A	500	5	2,500	500	5.40	2,700
B	400	6	2,400	600	5.50	3,300
C	300	7	2,100	400	7.50	3,000
	1,200		7,000	1,500		9,000

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[5568]-103

M.M.M. (Semester I) EXAMINATION, 2019
ECONOMIC ANALYSIS FOR BUSINESS DECISION
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—** (i) *All* questions are compulsory.
(ii) *All* questions carry equal marks (10 marks).
(iii) Draw neat diagram wherever necessary.

1. (A) Discuss the importance of Economics to Management. How does it help a manager to take business decisions ? [10]

Or

(B) Define Managerial Economics. Explain the nature and scope of Managerial Economics. [10]

2. (A) What is Demand Forecasting ? Explain any *two* methods of Demand Forecasting. [10]

Or

(B) Explain the Law of Demand with examples. And explain the determinants of Demand. [10]

3. (A) What is Break Even Analysis ? Explain its assumptions and limitations. [10]

P.T.O.

Or

(B) Explain the concept of Elasticity of Supply with suitable examples. [10]

4. (A) What is monopolistic competition ? Explain its essential features. [10]

Or

(B) Explain the following pricing strategies : [10]

(a) Price Skimming

(b) Price Penetration.

5. (A) Compare with examples the demand pull inflation with cost push inflation. [10]

Or

(B) Explain macro economics. What are the external factors affecting on environment of the firm ? [10]

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[5568]-104

M.M.M. (I Semester) EXAMINATION, 2019
104 : BUSINESS RESEARCH METHODS
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. Describe Experimental and Descriptive Research Design.

Or

Define the concept of Research. What are the relevance to functional areas of management.

2. What is hypothesis ? How to formulate the hypothesis taking an example ?

Or

What are those steps involved in Research Process ? Explain.

3. Explain the meaning and need of sampling. What is the concept of limitation of a study ?

Or

Discuss various probability and non-probability sampling techniques.

4. Define observation. How is the questionnaire a tool of data collection ?

Or

Define schedule. What are the sources of secondary data ?

P.T.O.

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

- (i) Layout of Report
- (ii) Use of Computers as SPSS
- (iii) Standard deviation
- (iv) Editing and coding of data

Or

Define the concept of data analysis. Explain the classification and tabulation of data.

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[5568]-105

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

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.

(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. Define Organisation Behaviour. “Organisation Behaviour will get more importance in coming days.” Comment on the statement. [10]

Or

Describe Custodial, Supportive model of OB. [10]

2. What behavioural predictions might you make if you knew that an employee had : [10]

(a) A low Mach Score

(b) An external locus of control

(c) A low self-esteem

(d) A type A Personality ?

P.T.O.

Or

Sometimes changing attitude is in the best interests of organisation.
How one can change attitudes of employees ? [10]

3. How one can apply Maslow's Theory of Motivation in one's organisation ? [10]

Or

Define Morale. which factors employee morale at the workplace?
Write a note on types of motives. [10]

4. Describe *five* stage group developments Model. [10]

Or

Which according to you are major sources of Inter-personal Conflicts? How interpersonal conflicts are resolved in modern organisation ? [10]

5. Employees' stress is an increasing problem in organisations. Comment on the statement. What are the sources of stress for employees in modern organisations ? [10]

Or

Illustrate rapid forces of change in the modern organisations. [10]

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[5568]-106

MMM (First Semester) EXAMINATION, 2019

106 : BUSINESS COMMUNICATION

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

Instructions:

1. *There are five questions each of 10 marks.*
2. *All questions are compulsory with internal choice.*

Q1. What is Business Communication? State the importance and objectives of Business Communication. 10

OR

Explain the process of Communication in detail.

Q2. 'Johari Window is a relationship building tool.' Justify your answer with complete explanation of the tool. 10

OR

Explain the role of Telecommunication, Teleconferencing and E-mail in communication.

Q3. What are the different types of reports? State the components of formal report. 10

OR

What is a Job Application Letter? Give details of any five parts of a letter with examples wherever necessary.

Q4. How is non-verbal communication helpful in conveying a message? 10

P.T.O.

OR

What is an Interview? State its objectives and explain the various types of interviews.

- Q5. Describe the essentials of case writing planning. Explain the types of cases. 10

OR

Explain the process of solving the case study. State how to handle a case study session.

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[5568]-107

MMM (First Semester) EXAMINATION, 2019

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.

- 1 A Explain the basics of management. [10]
OR
- 1 B Define Strategic Management. Explain its process and Purpose. [10]
- 2 A Explain the current issues in management. [10]
OR
- 2 B Explain Globalization in detail. [10]
- 3 A What are the different schools of management? Explain any one. [10]
OR
- 3 B Describe Michael Porter theory of management. [10]
- 4 A Explain the nature and factors affecting Planning. [10]
OR
- 4 B Define Recruitment. Give the various types of recruitment. [10]
- 5 A Explain the decision making process in detail. [10]
OR
- 5 B Describe in detail the various decision making models. [10]

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[5568]-201

MMM (Second Semester) EXAMINATION, 2019

PRODUCT MANAGEMENT

(2013 PATTERN)

Time : 2.30 Hours

Maximum Marks : 50

instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carry 10 marks.
- 4) Figures to the right indicate marks for that question.
- 5) Your answers should be specific and to the point.
- 6) Support your answers with suitable live examples.
- 7) Neat diagrams must be drawn wherever necessary.

Q1) a) Discuss what is the product and difference between product and services. [10]

OR

b) What is marketing organization? What are the different types of marketing organizations? [10]

Q2) a) Write note on:

- i) Line modernization.
- ii) Line modification [10]

OR

b) What are the elements of product strategy? [10]

Q3) a) Discuss how can a marketer prevail from New product failure? [10]

OR

b) What do you mean by success of new products? Discuss different methods for measuring success of new products.

4) a) Discuss market evaluation at maturity and declinestage.

OR

b) Explain different factors influencing failure of new products. [10]

P.T.O.

Q5) a) Explain introduction stage and product maturity stage in International Product Life Cycle.

[10]

OR

b) Discuss different steps in new product development process.

Total No. of Questions—5]

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[5568]-202

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

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.** Explain meaning and scope of Sales Management. What is importance of sales research ?

Or

Define sales forecasting. Explain various factors responsible for sales forecasting. Also explain various marketing decisions that can be derived from sales forecasting.

- 2.** Why does sales department play an important role in co-ordinating with marketing polices.

Or

Explain personal selling strategies in detail.

- 3.** What are different types of sales organisation structures ? Explain with example.

P.T.O.

Or

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

4. What are different types of sales contest ? How do you evaluate sales meeting contest ?

Or

Explain procedure of Sales Quota in detail with suitable example.

5. Why do you require evaluations and supervisions of standard of performance of sales personal.

Or

What is importance of sales territory ? What are procedures for setting of sales territory.

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[5568]-203

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

203 : MARKETING RESEARCH

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

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

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

1. Explain nature, scope and limitations of market research in current marketing environment. [10]

Or

“Marketing Manager can ensure success or critically examining the related marketing research.” Evaluate the statement emphasizing the utility of marketing research in business environment. [10]

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

(i) Test marketing [5]

(ii) Marketing audit [5]

(iii) Use of internet in marketing research. [5]

Or

Explain various marketing research techniques used in business emphasizing on their area of application. [10]

P.T.O.

3. Write short notes on any *two* :

- (i) Nominal scale [5]
- (ii) Ordinal scale [5]
- (iii) Interval scale [5]
- (iv) Ratio scale. [5]

Or

What are the essentials of a good questionnaire for market research purpose ? [10]

4. Explain the term ‘Hypothesis Testing’. Which statistical tools are used for testing hypothesis ? [10]

Or

Distinguish between descriptive and inferential statistics. [10]

5. What are various steps involved in formulating market research projects ? [10]

Or

“Computer aid ensures the success of marketing research process to a great extent.” Justify. [10]

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[5568]-204

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

204 : INTEGRATED MARKETING COMMUNICATION-I

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question carries equal marks

1. What are the basic foundations of Integrated Marketing Communication ? Explain with suitable example.

Or

You are the newly appointed marketing communications manager for a watch manufacturing company. Prepare an IMC plan in order to spread awareness among consumer.

2. What steps should be taken in selecting an advertising agency ?

Or

What important factors should be considered in market analysis while developing a media plan ? Explain with suitable example.

3. Explain in detail promotional tools of Integrated marketing communications.

Or

What do you mean by word of mouth marketing ? How does it play important role in integrated marketing communication ?

P.T.O.

4. Elaborate product placement in film and film based merchandising in IMC.

Or

What is meant by sponsorships for reality shows and TV serials ? Explain the advantages in detail.

5. What is the difference between a message evaluation and behavioral evaluation in the context of assessing effectiveness of an IMC programme ?

Or

Write short notes on :

- (a) Evaluation of PR activity
- (b) Methods for measurement of Advertising Effectiveness.

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[5568]-205

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

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. (a) Define services marketing. Explain characteristics of services. [10]

Or

(b) What do you mean by services. Explain global and Indian Scenario.

2. (a) Explain the 7Ps of services marketing mix in detail. [10]

Or

(b) Describe the factors involved in pricing in service marketing and explain the challenges in distribution services.

3. (a) Define the concept of service encounter and explain nature and importance of physical evidence in services. [10]

Or

(b) What is physical evidence in services marketing ? Write the difference between people and physical evidence.

4. (a) How can we measure the customer satisfaction monitoring and measuring. Explain in detail with suitable example. [10]

Or

(b) Explain the term service guarantee with suitable example.

5. (a) How do we measure service quality ? What is role of SERVQUAL in it. [10]

Or

(b) Explain in detail the GAP model of service quality.

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[5568]-206

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

206 : RETAIL MARKETING

(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) Your answer should be specified and to the point.
 - (vi) Support your answer with suitable example.

1. (a) Elaborate the term of Retail Marketing. Explain it with suitable example.

Or

(b) Explain current trends of Indian Retail Industry.

2. (a) What do you mean by Retail Location ? Explain steps involved in choosing retail location.

Or

(b) Explain in detail about various consideration of selecting Retail Layout selection.

3. (a) Discuss the process of Merchandise Planning.

Or

(b) Discuss various approaches of evaluating merchandise performance.

P.T.O.

4. (a) Discuss the term visual merchandising as a retail communication tool.

Or

(b) What do you mean by Retail Communication ? Describe it in detail.

5. (a) Describe Store Management. Explain it with suitable example.

Or

(b) Write short notes on (any *two*) :

(i) Use IT in Store Management

(ii) Strategic advantage of supply chain management

(iii) Retail Logistics.

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[5568]-207

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

207 : CONSUMER BEHAVIOUR

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. (a) Define Consumer Behaviour. Explain the importance of studying Consumer Behaviour using examples. [10]

Or

(b) State and explain the stages of family life cycle in which the following things are purchased : [10]

(i) Clothes

(ii) Toys

(iii) Refrigerator

(iv) Bicycles

(v) Luxury cars.

2. (a) Explain the characteristics of Attitudes. Discuss the strategies for changing the attitude and intentions. [10]

P.T.O.

Or

- (b) Explain how personality influences purchase decision of Mobiles depending on the following :
- (a) Depending on the different classes (upper, middle, lower)
- (b) Depending on occupation of a person. [10]

3. (a) What is meant by problem recognition ? Explain its types in detail. [10]

Or

- (b) Differentiate the decision making process in the following situations : [10]
- Pen :
- (a) New pen for father as a birthday gift.
- (b) For yourself as your existing pen is not functional

4. (a) Explain Howard Sheth Model with examples. What are the limitations of the model ? [10]

Or

- (b) Using EBM Model explain the consumer decision process in purchasing a laptop. [10]

5. (a) Explain Demographic profile of Indian Consumer. [10]

Or

- (b) How will you profile Maharashtra market for launching new shoes w.r.t. Demographic Profile. [10]

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[5568]-301

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

301 : CUSTOMER RELATIONSHIP MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

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

(iii) Each question has an internal option.

1. Explain the significance of customer value creation for customer loyalty.

Or

Define Customer Lifetime Value. What are various applications of CLV ?

2. Implementation of concept of customer lifetime value helps an organization in prioritising its customers and helps as a cost-cutting tool. Justify your answer with example.

Or

Explain the difference between Operational CRM and Analytical CRM.

3. What are the steps of loyalty programs ?

Or

Explain quality system documentation.

P.T.O.

4. What is eCRM ? What are the benefits of implementation of eCRM ?

Or

What is business plan ? Explain the important contents of a CRM business plan.

5. Explain Pricing Model of SaaS Solution.

Or

Write short notes on (any *two*) :

- (a) SFA-Sales Force Automation
- (b) Data Quality Management (DQM)
- (c) E-CRM.

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[5568]-303

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

303 : STRATEGIC BRAND MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question carries equal marks.

1. Describe the following concepts. Illustrate your answer with suitable example

(a) Heritage Brands

(b) Power Brands.

Or

Define Brand. Explain challenges and opportunities in Branding.

2. Explain 3 Cs of positioning and various Positioning Strategies.

Or

“Establishing Brand Positioning is a challenging task.” Comment with suitable illustrations.

3. Describe the following terms :

(i) Co-branding

(ii) Celebrity Endorsement.

P.T.O.

Or

Discuss different options for brand elements. Justify with suitable example.

4. Write short notes on (any *two*) :
- (i) Aaker model of Brand Equity
 - (ii) Brandz model of Brand Equity
 - (iii) Index model of Brand Equity.

Or

Explain various techniques for measuring and interpreting Brand Performance.

5. Explain how a brand can be managed over time by using Brand Revitalization and Rebranding techniques. Support your answer with examples.

Or

Design a brand strategy for (any *one*) :

- (i) Perfume
- (ii) 4G Sim.

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[5568]-304

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

GLOBAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Q. No. 5 is compulsory.

(ii) All questions carry equal marks.

1. Compare and contrast 'Global Marketing' with 'Domestic Marketing' by giving suitable examples. [10]

Or

Differentiate between Ethnocentric and Polycentric orientations.

2. Can Hofstede's cultural typologies help marketers better understand cultures outside their home country ? If yes, how, and if no, why not ? [10]

Or

'Analysis of Global Economic Environment is quite essential to Global Marketing in today's scenario'. Critically comment on the statement.

3. Suggest a suitable foreign market entry strategy for the following :[10]
- (a) An Indian Ayurvedic cosmetic company planning to enter into overseas market.
- (b) A multinational organised Fast Food chain planning to enter Indian Market with low calorie fast foods.

Or

Enlist and discuss the middlemen involved in global distribution.

P.T.O.

4. Critically evaluate the factors influencing International Pricing Decisions. [10]

Or

Examine the role of trade fairs and exhibitions in International Trade promotion.

5. Write short notes on any *two* of the following : [10]
- (a) Challenges and opportunities in international marketing.
 - (b) Global marketing mix.
 - (c) International Retailing.

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[5568]-305

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

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.

1. Explain banking in India. Differentiate between Retail banking and corporate banking. [10]

Or

Explain the different retail banking products in detail. [10]

2. What is investment ? Explain the nature and scope of Investment management. [10]

Or

Write notes on : [10]

(a) Investor life cycle

(b) Objectives of investment.

3. What are the roles and functions of Indian financial services regulators? [10]

Or

What is the complaints and grievances redressal mechanism ? Explain any *two* in detail. [10]

P.T.O.

4. Explain the emerging forms of mutual fund distribution channel. [10]

Or

Explain the emerging forms of insurance distribution channel. [10]

5. Enlist and explain personal selling approaches. Write down the difference between transactional selling Vs. Relationship selling. [10]

Or

Write notes on : [10]

- (a) Mall assurance
- (b) Kiosks.

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[5568]-306

MMM (III Semester) EXAMINATION, 2019

BOS : FOREIGN TRADE

(306-FT : Integrated Marketing Communication—II)

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory and carry equal marks.

(ii) Figures to the right indicate full marks.

1.(a) Critically evaluate how effective the online communications, as a medium, will be for a company –led customer engagement for its brand or brands.

OR

(b) Analyse in detail how the Government of India manage citizen engagement through media (both online and offline) for position in the recent demonitisation?

2. (a) What are the advantages and disadvantages of outsourcing the national and international promotion strategies?

OR

(b) How will you do a sales promotion campaign? Explain.

3.(a) Discuss the strengths and weaknesses of online advertisements.

OR

(b) Discuss the principles of good layout for an advertisement copy

4.(a) Discuss the distinct role of sales promotion and also write the scope of sales promotion.

P.T.O.

OR

(b) Discuss the various sales promotion techniques with an example.

5.(a) Explain the social implications of advertisement.

OR

(b) Explain the importance of planning of an advertising campaign.

Total No. of Questions—5]

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[5568]-307

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

307 : BUSINESS ENVIRONMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Answer *five* questions.

(ii) *All* questions carry equal marks.

1. Define Business. Explain the nature of Modern Business.

Or

Explain the impact of 'Non-economic' environment on Business Decision Making.

2. Discuss the difference between 'Agriculture' and 'Agribusiness' with example.

Or

Explain the involvement of corporate in Agriculture.

3. Discuss the recent 'EXIM' policy of India.

Or

Illustrate the recent 'Fiscal' and 'Monetary' policy of India.

4. Discuss the meaning of 'Economic Reforms'. Explain the recent economic reforms in India.

Or

What is the role and responsibilities of 'WTO' in Business.

P.T.O.

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

- (i) Foreign Investments
- (ii) World Bank's role in Business
- (iii) Role of IMF
- (iv) BASEL-III.

Or

Explain the concept of cross border 'merger' and 'acquisition'.

Total No. of Questions—5]

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[5568]-401

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

401 : SUPPLY CHAIN MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry **10** marks each.

(iii) Figures to the right indicate full marks.

1. “Organisations need to manage their supply chains effectively in order to be globally competitive.” Elaborate. [10]

Or

Elaborate on characteristics of Global supply chains. [10]

2. ‘Agricultural warehouses are used for sharing agricultural produce grown in certain area’ elaborate on ‘Warehousing’. [10]

Or

Discuss Centralised and Decentralised purchasing. [10]

3. ‘The design of supply chain influences costs, customer satisfaction and flexibility.’ Comment. [10]

Or

Elaborate on ‘Centralised and Decentralised supply chains’. [10]

P.T.O.

4. Discuss the role played by pipeline inventory and response considerations in distribution management. [10]

Or

Elaborate on structure and operation of distribution channels. [10]

5. Discuss the concept, features and implementation of Benchmarking. [10]

Or

Distinguish between 'CRM and SCM'.

Total No. of Questions—5]

[Total No. of Printed Pages—2

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[5568]-402

MMM (Fourth Semester) EXAMINATION, 2019

402 : SOCIAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Explain the terms below related to social marketing :

(i) Corporate Philanthropy

(ii) Green marketing

(iii) Commercial marketing.

Or

How do promotion price place and people affect on social marketing mix ? Explain with an example.

2. Explain in detail methodology for community research along with example.

Or

Strategy development segmentation and targeting help in planning for social marketing. Explain in detail along with examples.

P.T.O.

3. Explain the theories of behavioural change message concepts in developing effective messages along with examples.

Or

Explain in detail the concepts of pretesting principles, pretesting pitfalls, Pretesting Criteria.

4. Short notes on :

- (i) PR plan
- (ii) Public Journalism
- (iii) Word of mouth marketing.

Or

Elaborate in detail different planning and buying medias in social marketing with examples.

5. What are the ethical issues in social marketing with regards to evaluation and feedback ?

Or

Explain in detail the qualitative methods and tracking mechanism of monitoring and evaluation.

Total No. of Questions—5]

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[5568]-403

M.M.M. (Fourth Semester) EXAMINATION, 2019
403 : RURAL AND AGRICULTURAL MARKETING
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks (10).

1. Define 'Rural Markets' and 'Rural Marketing' with example.

Or

What is the concept of 'Rural Infrastructure' ? Explain the behaviour of 'Rural Consumers'.

2. Define 'Rural Market Segmentation' and 'MICA Rating'.

Or

What is the concept of 'Rural Promotion' ? Explain the challenges in 'Rural communisation'.

3. Write short notes on (any two) :

(i) Hariyali Krishi Bazaar

(ii) Tata Kisan Sansar

(iii) ITC Sagar

(iv) DSCL.

P.T.O.

Or

Define 'Rural Distribution' of the Product. Explain the distribution models in Rural Markets.

4. Define the scope and objectives of agricultural marketing.

Or

Explain the conflicts between agricultural marketing and agra-based industries.

5. Define Cooperative marketing. Explain the recent trends in Rural marketing.

Or

What is the concept of 'Agricultural Marketing' ? Explain the recent trends in agricultural marketing.

Total No. of Questions—5]

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[5568]-404

**M.M.M. (IV Sem.) EXAMINATION, 2019
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) Explain the concept of an entrepreneur, with its role and responsibilities.

Or

1.(b) "Development of women entrepreneurs is very important" Discuss.

2.(a) Explain how the economic reforms in India have created entrepreneurship opportunities.

Or

2.(b) Give the objectives and issues of EDP's. Also enlist the various EDP training institutes.

3.(a) Explain different phases of project formulation.

Or

3.(b) Give the definition and scope of project appraisal. Explain the steps followed in project appraisal.

4.(a) Discuss the need and importance of location for a small scale unit.

Or

4.(b) Define small scale industry. Explain different steps for starting the small scale industry.

5.(a) Give the success story of Bill Gates Microsoft. Also discuss his contribution to Entrepreneurship.

Or

5.(b) Give the success story of JRD Tata-TATA Group. Also discuss his contribution to Entrepreneurship.

Total No. of Questions—5]

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[5568]-405

M.M.M. (IV Sem.) EXAMINATION, 2019
405 : SECTORAL MARKETING PRACTICES
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— All questions are compulsory
Each Question carry equal marks

Q.1 a) What do you understand by channels of distribution? Explain the factors determining the choice of suitable channels of distribution of pharmaceutical marketing in India. 10

OR

b) Explain the social positioning of pharmaceutical marketing in India 10

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

OR

b) Discuss various factors influencing pricing in Tourism Marketing. 10

Q.3 a) Discuss the recent trends in tourism marketing? 10

OR

b) What is the role of advertising in the field of tourism? 10

Q.4 a) What is the role of exploiting knowledge to optimize pricing and distribution decision? 10

OR

b) What are the roles of knowledge management in service marketing strategies 10

Q.5 a) What is Political Marketing? What are the Influencing factors for Political Marketing? 10

OR

b) Explain the MKIs for political marketing? Also explain challenges and opportunities for political marketing 10

Total No. of Questions—5]

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[5568]-406

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

406 : INDUSTRIAL 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.

Q.1 A) Discuss the nature of Industrial Marketing? How it is different from consumer marketing? Which of these is more challenging and why?

OR

B) What is the Industrial Market? Explain the nested approach of segmentation of Industrial Markets

Q.2 A) Define Industrial Products. How you will classify industrial products?

OR

B) Write short notes on i) Standardized and no standardized parts

ii) Industrial services

Q.3 A) Critically evaluate factors influencing industrial buying behavior.

OR

B) Describe stages in typical Industrial Buying Process. Discuss role of Participants.

Q.4 A) Write short notes

i) Annual maintenance contract

ii) After Sales Service

P.T.O.

OR

- B) Which are the important skills required for Industrial Marketing Manager.
- Q.5 A) Explain the various stages of Industrial Product life cycle? What marketing strategies a manufacturer should implement in each stage of PLC.

OR

- B) Design a Marketing Channel for a leading manufacturer of Valves, Bearings , Pumps and Electric Motors.

Total No. of Questions—5]

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[5568]-407

M.M.M. (Sem. IV) EXAMINATION, 2019
407 : LEGAL ASPECTS OF MARKETING
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

Instructions to students:

All questions are compulsory

Each question has an internal option

Each question carries 10 marks

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

Your answers should be specific and to the point.

Support your answers with suitable live examples.

Draw neat diagrams and illustrations supportive to your answer.

Use of calculators is permitted.

1 A	Explain performance & Termination of contract by breach and its remedies.	[10]
	OR	
1 B	Explain Caveat emptor and its exceptions also discuss Rights of an unpaid seller.	[10]
2 A	What is meant by 'Design' under the Designs Act, 2000? And discuss procedure for registration of trade mark.	[10]
	OR	
2 B	What is meant by Trade Mark Act, 1999? And discuss procedure for registration of trade mark.	[10]
3 A	Explain the rights of consumers under the Consumer Protection Act, 1986 and the redressal machineries available under the Act.	[10]
	OR	
3 B	Briefly explain the Consumer Protection Act 1986 & The term 'Consumer Dispute' under Consumer Protection Act 1986	[10]
4 A	What are the Key provisions of Information Technology Act, 2000?	[10]
	OR	
4 B	What is the effect of digitalization? Explain in detail Electronic Governance.	[10]
5 A	Define the term Negotiable Instruments under the Negotiable Instruments Act, 1881. Explain the terms dishonor by non-acceptance and dishonor by non-payment under Negotiable Instruments Act, 1881.	[10]
	OR	
5 B	What is mean by 'Value Added Tax'? What are fundamental provisions and implications for marketing?	[10]

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Total No. of Questions—5]

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[5568]-408

M.M.M. (Sem. IV) EXAMINATION, 2019
408 : EXIM PROCEDURES
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

Instructions:

1. *There are five questions each of 10 marks*
2. *All questions are compulsory with internal choice*

- Q1. Who is an exporter? Explain in detail the different categories of exporter. 10
or
Explain types of export houses with suitable examples. 10
- Q2. Describe the complete documentation and procedure for export 10
clearance.
or
Write Short notes on(any two) 10
i) Focus market scheme
ii) Focus Product scheme
iii) Duty entitlement Pass-book scheme
- Q3. What do you mean by import? Explain in detail the process of 10
identification of the supplier.
or
Explain role of EXIM bank in import promotion. 10
- Q4. Explain the role of freight forward agent in import and exports. 10
or
Discuss the types of custom duties at imports and exports. 10
- Q5. Describe the complete documentation and procedures for import 10
clearance at sea port.
or
Explain the procedure of custom clearance of imports by air along with 10
the documents required.

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