

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-101

P.G.D.M.M. (I Semester) EXAMINATION, 2019

101 : MARKETING MANAGEMENT

(2013 PATTERN)

Time : 2½

Maximum Marks : 50

N.B. :— (i) Answer only one sub question from every main question.

(ii) All questions carry equal marks.

1. Discuss the importance of services marketing and the reasons for growth of the service sector.

Or

Explain the marketing concept and societal marketing concept with relevant examples.

2. Explain the effect of macro-environmental factors on business in the present content.

Or

What is marketing planning ? How can marketing mix be used for effective marketing planning ?

P.T.O.

3. Explain the factors influencing consumer behaviour in brief.

Or

Develop the market segmentation bases for the following (any *one*) :

(i) Ayurvedic soap

(ii) Newspaper

Make assumptions wherever necessary.

4. Elaborate on the characteristics of the various stages of the Product Life Cycle and the strategies a manager can use at every stage.

Or

Discuss the functions of packaging and how it can be useful for branding.

5. Discuss Demand Based Pricing Methods in detail.

Or

Why are channels of distribution important and their functions.

Total No. of Questions—5]

[Total No. of Printed Page—1

Seat No.	
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[5577]-102

**P.G.D.M.M. (I Sem.) EXAMINATION, 2019
102 : MARKETING RESEARCH
(2013 PATTERN)**

Time : 2½ Hours

Maximum Marks : 50

Instructions to students:

1. All questions are compulsory
2. Each question has an internal option
3. Each question carries 10 marks
4. Figures to the right indicate marks for that question/sub-question.
5. Your answers should be specific and to the point.
6. Support your answers with suitable live examples.
7. Draw neat diagrams and illustrations supportive to your answer.

1 A	Define marketing research. Explain the nature, objectives, scope and limitations of marketing research.	[10]
	OR	
1 B	Define marketing research. "Marketing research is not accepted by marketing managers" Discuss it in light of limitations of market research with two situations.	[10]
2 A	Describe in details National readership survey and focus group interviews. Write the situation showing need of each one of them.	[10]
	OR	
2 B	How research is helpful in advertising decisions? Describe the concept of database marketing with suitable example.	[10]
3 A	Write and discuss appropriate situation where perceptual maps and Likert scale is used for collecting and analyzing opinions of respondents.	[10]
	OR	
3 B	Draft a questionnaire to find customer opinion about the services provided by the bank to the customer.	[10]
4 A	Define hypothesis. Which are different types of hypothesis? Explain the steps in statistical hypothesis testing.	[10]
	OR	
4 B	Describe use of various statistical software's used for data analysis purpose.	[10]
5A	Explain the steps in setting up marketing research project for consumer satisfaction of services of BSNL land line phone.	[10]
	OR	
5 B	Describe the steps in the setting and implementing marketing research.	[10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-103

P.G.D.M.M. (I Semester) EXAMINATION, 2019

103 : 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.
 - (iv) Figures to the right indicate full marks.
 - (v) Your answer should be specific and to the point.
 - (vi) Support your answers with suitable line example.
 - (vii) Draw neat diagram and illustrations wherever necessary.

1. Explain the concept customer and consumer. Also write and describe consumerism.

Or

Explain the different stages of family life cycle.

2. What is the influence of personality on purchase decisions ? Explain with illustrations.

Or

What is the meaning and characteristics of attitude. Describe the strategies for changing attitudes.

P.T.O.

3. Explain the types of Buying Behaviour.

Or

What do you understand from the concept “Consumer decision making process” ? Explain types of consumer decisions.

4. Describe the Kino Model of consumer behaviour.

Or

Explain the Engel Blackwell model of consumer behaviour.

5. How the Socio Economic Classes (SEC) in urban and rural markets has affected the consumer in Indian markets ?

Or

Give the characteristics of Bottom of Pyramid (BoP) consumers.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-104

Post-Graduate Diploma in Marketing Management (PGDMM)

(I Semester) EXAMINATION, 2019

104 : INTEGRATED MARKETING COMMUNICATIONS

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 50

N.B. :— (i) There are *five* questions each of **10** marks.

(ii) *All* questions are compulsory with internal choice.

1. (A) Explain significance of IMC with Hierarchy of effect model.

Or

(B) Discuss above the line promotion (ATL), Below the line promotion (BTL) and Through the line promotion (TTL).

2. (A) What are the different appeals in Advertising ?

Or

(B) Explain in detail role and services offered by Agency in advertising and criteria to select agency.

3. (A) What is sales promotion ? Explain sales promotion technique used by 'D mart' in their store.

Or

(B) How image building helps to increase buzz towards company, brand or product ? Explain with examples.

P.T.O.

4. (A) Explain the term Surrogate Advertising and Ambush Marketing.

Or

(B) Explain in detail TV serial based advertising in recent.

5. (A) What are the various methods of measurement of Advertising effectiveness ?

Or

(B) What are copy testing, Pre-testing and post-testing techniques ?
Explain with examples.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-11

P.G.D.M.M. (I Semester) EXAMINATION, 2019

(101) : BASICS OF MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain the following concepts :
 - (a) Goods Service Continuum
 - (b) Customer Delight
 - (c) Holistic Marketing Orientation
 - (d) Need, Want and Desire.

2. Compare and contrast between Consumer and Organizational Markets.

3. Discuss the impact of Political, Economic, Socio-cultural and Technical Environment on Business.

4. Why is segmentation important ? Explain the concepts of Target Marketing and Positioning.

P.T.O.

5. Discuss the Marketing Mix for (any *one*) :
- (a) Bank
 - (b) Restaurant.
6. Elaborate and explain the contents of marketing plan.
7. Write short notes on (any *two*) :
- (a) Customer Based Organization
 - (b) Marketing Audit
 - (c) Steps in Buying Decision Process
 - (d) Marketing Myopia
 - (e) Customer Satisfaction.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-12

P.G.D.M.M. (I Sem.) EXAMINATION, 2019

102 : SALES MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain Sales Management. Discuss the objectives of sales management.
2. Discuss the purpose of Sales Organisation. Explain the advantages and disadvantages of any *one* type of sales organisation structure.
3. Assuming yourself as a sales trainer for a leading automobile company, discuss what training contents will you cover for your sales team.
4. Discuss the monetary and non-monetary techniques of salesforce motivation.
5. Discuss how sales performance can be achieved through proper control and evaluation system.

P.T.O.

- 6.** What do you mean by personal selling ? Discuss the role of relationship marketing in personal selling.
- 7.** Write short notes on (any *two*) :
- (a) Characteristics of a successful salesman
 - (b) Sales budget
 - (c) Sales presentations
 - (d) Value added selling.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-13

P.G.D.M.M. (I Semester) EXAMINATION, 2019

103 : LAWS RELATED TO MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Define Contract. Elaborate on duties of Principal and Agent. [14]
2. Define Sale. Elaborate on distinction between ‘condition’ and ‘warranty’. [14]
3. Elaborate on Complainant, Complaint, Consumer under Consumer Protection Act, 1986. [14]
4. What is negotiable instrument. Discuss the penalties in case of dishonor of certain cheques for insufficiency of funds (Section 138 to 142). [14]
5. Elaborate on cyber crimes and remedies therefor. [14]
6. Explain the procedure for registration of Trade Mark. Explain effects of registration.

P.T.O.

7. Write short notes on any *two* from the following : [14]

(a) Electronic governance (E-Governance)

(b) Undue influence

(c) State Commission

(d) Caveat emptor.

Total No. of Questions—5]

[Total No. of Printed Page—1

Seat No.	
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[5577]-201

P.G.D.M.M. (II Sem.) EXAMINATION, 2019

201 : SERVICES MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

Instructions to students:

1. All questions are compulsory
2. Each question has an internal option
3. Each question carries 10 marks

Q1 A What is Services Marketing. Discuss the various characteristics of services. [10]

OR

Q1 B Define Services Marketing. Give the difference between Consumer and Industrial services. [10]

Q2 A What are the major factors involved in price fixation of a service product? [10]

OR

Q2 B Comment on the role of Relationship Marketing in promoting services. [10]

Q3 A Is training and Development necessary in a service sector? [10]

OR

Q3 B Discuss the importance of physical evidence in Services Marketing. [10]

Q4 A How is Customer Satisfaction measured in services marketing? [10]

OR

Q4 B What are the parameters involved under Service Guarantee? [10]

Q5 A How has technology helped the service industry? [10]

OR

Q5 B Is quality in service important? How is performance of service evaluated? [10]

Total No. of Questions—5]

[Total No. of Printed Page—1

Seat No.	
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[5577]-202

PGDMM (II Semester) EXAMINATION, 2019
202 : SALES AND DISTRIBUTION MANAGEMENT
(2013 PATTERN)

Time : Three Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Explain nature and significance of sales management.

Or

Personal selling is very important to achieve sales target. Comment.

2. Discuss different types of sales organisation with suitable example.

Or

Define and explain sales strategies with suitable example.

3. Explain Integrated Marketing Channels in detail.

Or

Explain various techniques to resolve channel conflicts.

4. Explain various functions of wholesaler in detail.

Or

“Supply Chain Management plays significant role in sales and distribution management”. Explain.

5. Explain significance of channel information system.

Or

Discuss the use of IT in sales and distribution management.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-203

P.G.D.M.M. (II Semester) EXAMINATION, 2019

203 : CUSTOMER RELATIONSHIP MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

1. (a) Give the definition, scope and evaluation of Relationship Marketing.

Or

(b) Bring out the difference between transaction marketing and relationship marketing by quoting appropriate examples ?

2. (a) Discuss the strategies for managing customer relationship through customer life cycle stages.

Or

(b) Discuss the key principles of relationship management.

3. (a) Write short notes on :

(i) Plannig for CRM

(ii) CRM implementation.

Or

(b) Discuss the framework for building CRM strategy ?

P.T.O.

4. (a) Explain the concept of 'Customer Value'. Also discuss its characteristics.

Or

- (b) With respect to customer metrics discuss the types and approaches.

5. (a) Explain with appropriate example :

(i) Data Mining

(ii) Data Warehousing.

Or

- (b) Discuss the ethical issues in using IT in relationship management.

Total No. of Questions—5]

[Total No. of Printed Page—1

Seat No.	
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[5577]-204

**P.G.D.M.M. (II Sem.) EXAMINATION, 2019
204 : STRATEGIC BRAND MANAGEMENT
(2013 PATTERN)**

Time : 2½ Hours

Maximum Marks : 50

Instructions :

- 1) All questions are compulsory with internal choices within the questions.
- 2) Figures to the right indicate full marks.

Q1) What is a Brand? 'It is believed that branding can create great opportunities for Indian companies'. Comment on this statement. [10]

OR

Q1) Explain clearly the different branding strategies that companies adopt. Give examples to support your answer.

Q2) What process would you follow to build an Indian Brand of Ayurvedic products into a Global brand. [10]

OR

Q2) What is brand positioning? What are the different strategies that can be adopted to establish a positioning for a brand.

Q3) What are the various brand elements that are used to create a strong identity? Give Examples and explain. [10]

OR

Q3) 'Celebrity Endorsements' are commonly used to provide distinct differentiations and create brand perceptions. Discuss.

Q4) What is Brand Equity? Discuss the Aaker's model of Brand Equity. [10]

OR

Q4) Describe the 'Customer Based Equity Model' developed by Kevin Keller.

Q5) Brand Crisis can severely damage the reputation of a brand. Explain this statement in detail with the help of an example. [10]

OR

Q5) What is brand extension? How are brands benefited by this strategy? Elucidate with appropriate examples.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-21

P.G.D.M.M. (II Semester) EXAMINATION, 2019

(201) : RETAIL AND DISTRIBUTION MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

(iii) Give suitable and appropriate examples wherever necessary.

1. Define Marketing Channels. Elaborate on functions of marketing channels with examples.
2. What is retailing ? Discuss different functions of retailing in detail.
3. Discuss importance and functions of wholesaling by giving examples of FMCG sector.
4. Discuss various types of store layout. Explain in detail factors affecting in designing store layout.
5. Elaborate merits and demerits of un-organised retailing in comparison to organised retailing.

P.T.O.

- 6.** What is channel conflicts ? Why do the channel conflicts arise ?
Discuss the techniques to resolve them.
- 7.** Writes notes on any *two* of the following :
- (a) Retail Communication Mix
 - (b) Retail Location
 - (c) Merchandising.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-22

P.G.D.M.M. (II Sem.) EXAMINATION, 2019

202 : INTEGRATED MARKETING COMMUNICATION

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain different types of Ad agency.
2. Define Advertising. Which media are used for advertising ? Explain advantages and disadvantages of the same.
3. Define and explain concept of IMC. Discuss how IMC brings advantages to an enterprise ? Give examples.
4. What is public relation ? Explain importance of PR with suitable examples.
5. How will you evaluate marketing communication process ? Explain with examples.

P.T.O.

- 6.** What are different types of Ad Agencies ? Explain the roles and responsibilities of each department of Ad Agency.
- 7.** Write short notes on (any *two*) :
- (a) 'AIDA' Model
 - (b) Social responsibility on IMC campaigns
 - (c) Media relations
 - (d) Event management.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5577]-23

P.G.D.M.M. (II Semester) EXAMINATION, 2019

203 : SERVICES MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain the basic characteristics of services. Discuss with reference to any service industry of your choice. [15]
2. How positioning and differentiation of services offered can be beneficial to a firm ? Explain giving examples. [15]
3. What do you understand by extended services marketing mix ? Explain with examples. [15]
4. Assume that you are assigned the task of marketing a holiday resort. Which promotional tools will you use to communicate about your brand and why ? [15]

P.T.O.

- 5.** Explain the concept of Market Segmentation for the following services : [15]
- (i) Health Club
 - (ii) Airlines.
- 6.** “Managing service quality is very crucial in Services Industries.” Analyse this statement. [15]
- 7.** Write short notes on : [15]
- (a) Service Blueprint
 - (b) Service Recovery.