

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

**[5168]-12**

**M.M.M. (First Semester) EXAMINATION, 2017**

**102 : PRINCIPLES OF MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Describe various stages involved in New Product Development Process.
2. Explain the marketing evaluation process with suitable examples.
3. There are various avenues available to attract the customer, advertising is one among them. Comment and justify.
4. Design a marketing mix strategy for a reputed nationalized bank.
5. Describe the objectives of pricing and explain *four* methods of pricing.
6. Define marketing and elaborate the functions involved in marketing.

P.T.O.

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

(1) Sales Promotion

(2) Marketing Ethics

(3) Strategies at decline stage in product life cycle

(4) Marketing Intermediaries.

Total No. of Questions—7]

[Total No. of Printed Pages—3

<b>Seat No.</b>	
---------------------	--

**[5168]-13**

**M.M.M. (First Semester) EXAMINATION, 2017**  
**FUNDAMENTALS OF MANAGEMENT ACCOUNTING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

- N.B. :—** (i) Attempt any *three* questions from Section I and *two* questions from Section II.  
(ii) *All* questions carry equal marks.  
(iii) Use of simple calculator is allowed.

**SECTION I**

1. Explain importance of Cost Accounting as a managerial tool and distinguish between Cost Accounting and Financial Accounting.
2. Describe in detail the purchase procedure of materials.
3. What do you mean by Budget and Budgetary control ? What are the advantages of Budgetary control as cost control technique ?
4. Write short notes on (any *two*) :
  - (a) Cost Centre
  - (b) Standard Costing
  - (c) Functional Budgets
  - (d) JIT.

P.T.O.

## SECTION II

5. The following figures have been extracted from the books of Anand Ltd. for the year ended 31-3-2013 :

<b>Particulars</b>	<b>Amt. Rs.</b>
Direct Material	70,000
Direct Wages	75,000
Indirect Wages	10,000
Other direct expenses	15,000
Factory rent and Rates	5,000
Office rent and Rates	500
Indirect materials	500
Depreciation on plant	1,500
Depreciation on office furniture	100
Managing Director's Remuneration	12,000
General Factory Expenses	5,700
General Office Expenses	1,000
General Selling Expenses	1,000
Travelling Expenses	1,100
Office Salaries	4,500
Carriage Outward	1,000
Advertisement Expenses	2,000
Sales	2,50,000

From the above figures calculate :

- (a) Prime Cost
- (b) Works Cost
- (c) Cost of Production
- (d) Cost of Sales
- (e) Profit.

6. The half-yearly results of the year 2012 of Star Enterprises are as under :

(Rs. in lacs)	2013	
	1st Half	2nd Half
Sales	45	50
Total Cost	40	43

Calculate :

- (a) P/V Ratio
  - (b) Fixed cost for the year 2012
  - (c) Break-even sales of 2012
  - (d) Sales to earn profit of Rs. 10 lacs
  - (e) Margin of safety for 2012.
7. Prepare Stores Ledger account under FIFO method recording the following transactions :

1-4-2013    500 units bought at Rs. 3 each

2-4-2013    700 units bought at Rs. 3.10 each

3-4-2013    400 units bought at Rs. 3.20 each

4-4-2013    800 units bought at Rs. 3.10 each

Successive issues were made of 300, 1000 and 200 units on 5th, 6th and 7th April, 2013 respectively. Show the value of closing stock on 7th April, 2013.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-14**

**M.M.M. (First Semester) EXAMINATION, 2017**

**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 whenever necessary.

1. Define managerial economics. Which economic concepts are useful in decision-making for managers. [14]
2. Discuss various types of price elasticity of demand along with its uses in business decision-making. [14]
3. Explain the law of variable proportions with appropriate example and diagram. [14]
4. How a perfect competition firm attains an equilibrium in short run for its output and price determination ? [14]
5. Discuss various types of costs and methods of cost control. [14]
6. (a) Discuss need for Government intervention in market. [7]  
(b) Explain any *two* types of pricing strategies used in the business. [7]

P.T.O.

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

[2×7=14]

- (a) Demand forecasting
- (b) Law of supply
- (c) Break-even analysis
- (d) Oligopoly.

Total No. of Questions—6]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-15**

**M.M.M. (First Semester) EXAMINATION, 2017**

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

1. (a) Elaborate various steps involved in the process of research. [10]  
(b) The following data gives daily income of a newspaper boy observed for 30 days :

62, 75, 58, 46, 60, 72, 80, 65, 68, 71

63, 64, 69, 75, 49, 48, 64, 68, 72, 78

68, 50, 56, 59, 70, 76, 56, 71, 73, 68

Classify the data considering classes as 45-49, 50-54, 55-59..... [5]

- (c) Also draw bar chart for the data tabulated above. [5]
2. Why probability sampling is preferred in comparison to non-probability sampling ? Explain the procedure of selecting a simple random sample. [10]

P.T.O.



3. What is research problem ? Discuss the main issues which should receive the attention of the researcher in formulating the research problem. [10]
4. Prepare a questionnaire to collect the data on usage of social media among youth. [10]
5. What is the meaning of measurement in research ? Explain normal, ordinal, interval and ratio scale giving examples. [10]
6. Write short notes on any *four* : [20]
- (a) Likert scale
  - (b) Social research
  - (c) Importance of hypothesis
  - (d) Sources of data
  - (e) Report writing
  - (f) Quota sampling.

Total No. of Questions—6]

[Total No. of Printed Pages—4

<b>Seat No.</b>	
---------------------	--

**[5168]-21**

**M.M.M. (II Semester) EXAMINATION, 2017**

**201 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *two* questions from Q. Nos. 2 to 4.

(ii) Q. Nos. 5 and 6 are compulsory.

(iii) Marks are indicated to the right of the paper.

1. What are the challenges in improving efficiency and productivity of services in view of the peculiar characteristics of services. [15]
  
2. What type of segmentation strategies do you propose for the following services ? [15]
  - (a) Dry cleaning services
  - (b) Beauty salon
  - (c) New management institute.
  
3. What are the advantages and disadvantages of franchiser franchisee mode of services distribution for each participant ? [15]
  
4. Why is it important for a service firm to have a strong service recovery strategy ? Suggest a service recovery strategy for a low cost airline. [15]

P.T.O.

**5.** Write short notes on (any *four*) : [20]

(a) Customer relationship management

(b) Use of pricing to modify demand

(c) Service blueprint

(d) SERVQUAL

(e) Use of personal selling and publicity in services marketing.

**6.** Case study : [20]

Durvankur opened as a lunch and snack joint in the newly developed office area in Hinzewadi near Pune. The area of Hinzewadi developed when a number of I.T. industries developed. The boom in the IT Industries enabled a number of new start up companies to prosper. The main investment of those types of companies was in real estate, in the form of offices and infrastructure development. The companies prospered using English speaking college graduates available in adequate numbers at salaries that are not too high. A majority of employees of these companies were unmarried first graduates.

About a year after Durvankur opened, Mr. Joshi the owner, was contemplating on business expansion. During the afternoon Mr. Joshi was focussing on the customer complaints received which majorly focussed on late serving time inspite of continuous efforts. The business of Durvankur had grown leaps and bounds within a short period

of time. However a new restaurant was going to open in the neighbouring building. Therefore expansion and improvement of facilities was the key focus of Mr. Joshi to stay in the competition.

Mr. Joshi thought that they should go for top class decor, fancy designer furniture that would push them upmarket and they would also be able to charge better. He thought for going for new monogrammed ceramic cutlery to give a distinct look.

They also thought of building some new kitchen equipments with electric tandoor, and improvised kitchen equipment.

The main concern was, to borrow a large sum of money from a financier. As it would lead to increase charges or considerably reduce food portions and charge extra for additional portions of dal or subzi that is currently free of charge for fixed thali customers said Joshi. He wondered if the crowd of office goers who are there main customers would be able to afford that. He always thought that their main need was to be fed a substantial meal, as they are all young and work long hours. Mr. Joshi thought that people liked his food because they served healthy home-like food at prices that his customers afford at their salary level. Deciding how to go about this expansion is a real problem.

- (1) Describe the characteristics of the current clientele vis-a-vis their food needs during the working hours.
- (2) What would be the desired and adequate levels of service. What level of service would you plan to deliver ?
- (3) Based on your analysis and given the shortage of the funds, can you suggest what should be the main elements of the planned investment ? Which investments can be avoided and for what reasons ?

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-22**

**M.M.M. (Second Semester) EXAMINATION, 2017**

**202 : RETAIL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

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

1. “Understanding of consumer buying behavior is important for a retail business.” Justify with the steps involved consumer buying behavior.
2. On the backdrop of emerging retail revolution, explain the different factors involved in achieving strategic positioning with suitable example.
3. “Store lay out is dependent on many factors.” Justify the statement with suitable examples.
4. Define the role of IT in retailing with special emphasis on the different IT tools used in retail.
5. Enlist the different ways to communicate with retail customers. Justify it with suitable example.

P.T.O.

- 6.** Government of India has allowed Foreign Direct Investment in Retailing. On this background explain the significance of retailing in the development of Indian economy.
- 7.** Write short notes on (any *two*) :
- (1) Importance of Interiors in store design
  - (2) Careers in Retailing
  - (3) Franchising in Retailing.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-23**

**M.M.M. (Second Semester) EXAMINATION, 2017**

**203 : SALES MANAGEMENT AND PERSONAL SELLING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *five* questions out of the following,

(ii) All questions carry equal marks.

1. "Customer-based Organisational Structure is preferred when customers in different categories have different requirements but products are identical." Justify this statement.
2. What are sales quota and why it is important for a sales manager to set quotas ? Explain the methods used by companies for setting sales quotas.
3. What is the difference between marketing audit and sales audit ? Describe the evaluation process of a sales audit. Also describe the steps involved for evaluating and controlling sales force.
4. Discuss, why salesperson's job is not over even after getting an order.
5. "Many persons want to become successful salesmen these days." Discuss qualities of Effective Salesmanship.

P.T.O.



6. What are the areas of sales training ? What are the benefits of identifying sales training needs for sales force ?
7. Write short notes on (any *two*) :
- (a) Sales analysis, Profitability and Sales potential
  - (b) MBO, Social responsibility and Prospecting
  - (c) Transactional selling, Trial close and Value Added Selling.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-24**

**MMM (Second Semester) EXAMINATION, 2017**

**204- DISTRIBUTION MANAGEMENT & LOGISTICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define the term 'Physical Distribution'. Explain various participants involved in physical distribution process.
2. Explain the term 'Marketing Channels'. Explain various functions of channels of distribution along with relevant industry examples.
3. Design appropriate distribution channel for Personal Computers.
4. Explain the significance of supply chain. Elaborate the component of supply chain with suitable examples.
5. Explain how the role and functions of wholesalers have changed in recent years.
6. What is 'Channel Conflict' ? Explain various techniques to resolve channel conflicts.

P.T.O.

7. Write short notes on (any *two*) :
1. Unconventional Channels of Distribution
  2. International Marketing Channels
  3. Reverse Logistics
  4. Appraising Channel members
  5. Material Handling.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-25**

**M.M.M. (II Semester) EXAMINATION, 2017**

**MARKET RESEARCH**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) All questions carry equal marks.

1. What points should be kept in mind while defining a research problem ? Briefly mention the advantages and disadvantages of considering these points while defining a research problem.
2. "Data collection is the backbone of market research." Discuss the statement in light of various techniques used for data collection.
3. Explain the steps involved in formulating marketing research projects planning.
4. Explain the concept of basic and applied research.
5. Identify which method of data collection is the best in each of the following situations and explain your answer (any *two*) :
  - (a) Whether or not a certain coupon attached to the outside of a catalog makes recipients more likely to order products from a company.
  - (b) Whether or not "Smoking has an effect on heart diseases" warning reduces the sales of cigarette.
  - (c) Determining the over age household income of homes in Pune city.

P.T.O.

- 6.** An academic study need to be conducted across various IT companies to find out the like in pay package at which employees are ready to forgo new job and beterr opportunities outside. Frame 5 questions for the given study.
- 7.** Write short notes on (any *two*) :
- (d) Internet interviewing
  - (b) Likert scale
  - (c) Perceptual maping
  - (d) Database marketing.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-26**

**M.M.M. (Second Semester) EXAMINATION, 2017**

**RELATIONSHIP MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. “There are two parts of Relationship Marketing—Services Marketing and Industrial Marketing”. Discuss with examples.
2. Discuss emerging trends in Relationship Marketing in Indian Scenario with suitable examples.
3. What do you understand by classification of customers into different profit tiers ? Explain with examples.
4. How do you expect an Airline company to manage and deliver on customer expectations.
5. Pharma Sector is totally working on relationships company has to maintain with different stakeholders irrespective of quality/price of their drug. Comment.

P.T.O.

6. Explain contribution of IT to the practice of Relationship Marketing.
7. Write short notes on (any *two*) :
- (a) Impact of Channel of distribution on Relationship Marketing
  - (b) Database Marketing
  - (c) CRM Concept
  - (d) Role of brands in Relationship Marketing

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-32**

**M.M.M. (Third Semester) EXAMINATION, 2017**

**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. Define contract and also discuss essential elements of contract under Indian Contract Act, 1872. [14]
2. Define Sale, under Sale of Good Act, 1930 and also distinguish between sale and agreement to sale. [14]
3. Explain the objectives of Trade Marks Act, 1999 and state the procedure for registration of Trade Mark. [14]
4. State various objectives of IT Act, 2000. Also explain provision relating to digital signature, electronic governance. [14]
5. Define Negotiable instrument and distinguish between promissory note and cheques. [14]
6. Define the term “Consumer”. Explain redressal agency under Consumer Protection Act. [14]

P.T.O.



7. Write short notes on (any *two*) : [14]

(1) Patent and Copyright

(2) Bill of Exchange

(3) Caveat Emptor

(4) Free Consent

(5) Objectives and importance of VAT (Value Added Tax).

Total No. of Questions—8]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-33**

**M.M.M. (Third Semester) EXAMINATION, 2017**

**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. Discuss various financial products and how these products are being managed ?
2. Write a detailed note on functions of a Merchant Banker.
3. What are the benefits of Asset Management Companies to Mutual Fund Schemes ? What are the responsibilities of AMC ?
4. Explain the procedure of disbursement of loans by Housing Finance Corporations.
5. How 'Risk Management' plays a vital role in Insurance ? What are the various strategies adopted by Insurance Companies to cover Risk ?

P.T.O.

6. What are Venture Capital Funds ? What are the different stages of Venture Capital Financing ?
7. Explain the process of Credit Rating.
8. Write short notes on :
  - (a) NBFC
  - (b) Systematic Investment Plan.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-34**

**M.M.M. (Third Semester) EXAMINATION, 2017**

**304-MARKETING COMMUNICATION**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define integrated marketing Communication. Explain value of IMC in detail.
2. Discuss sales promotion schemes for :
  - (a) Diamond Jewellery shop
  - (b) Icecream parlour.
3. Define advertising and discuss the importance of advertising in today's context. Explain basis for selecting an advertising agency.
4. Design an Ad copy of print advertising for a company who wants to advertise leptops.
5. Online-marketing is emerging as a strong new medium of IMC. Justify.

P.T.O.

- 6.** Discuss the concept of personal selling and elaborate on the steps in the personal selling process.
- 7.** Write short notes on (any *two*) :
- (i) Reach and frequency
  - (ii) DAGMAR
  - (iii) Ethics in advertising
  - (iv) Appeals in advertising.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-35**

**M.M.M. (Third Semester) EXAMINATION, 2017**

**305 : RETAIL OPERATION MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Discuss the duties and responsibilities of a retail store manager in today's competitive era.
2. Discuss the nature and importance of 'retailing'. Explain different types of retailing.
3. "A retailer is a key component of the supply chain." Explain the statement giving role and functions of retailer.
4. Define Private Label Brand. Give *five* examples of private label brands. Why do retailers prefer private label brands ?
5. Discuss the various factors deriving the organised retail in India.

P.T.O.

6. Define Merchandising. Elaborate the steps in merchandise planning.
  
7. Write short notes on (any *two*) :
  - (a) Role of IT in retailing
  - (b) Shelf management
  - (c) Franchising.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-41**

**M.M.M. (IV Sem.) EXAMINATION, 2017**

**BRAND MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Product strategy differs in various stages of product life cycle." Justify by giving suitable examples. Explain product strategy over the life cycle.
2. Discuss different strategies practiced by a company in managing the product mix.
3. Discuss the new product development process with suitable example from top companies in India.
4. People have more faith in brands than in products. Comment on the statement with justification.
5. Explain when and why of celebrity endorsement.

P.T.O.



- 6.** What are the different types of brand values ? Explain each with suitable example.
- 7.** Write short notes on (any *three*) :
- (a) Market potential
  - (b) Product personality
  - (c) Brand rejuvenation
  - (d) Brand equity.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-42**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**402 : STRATEGIC MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) *All* questions carry equal marks.

(ii) Question No. **7** is compulsory.

(iii) Attempt any *four* from Question Nos. **1** to **6**.

1. Marketing mix element product, price, place and promotion are taken into consideration while formulating strategy. Discuss.
2. Strategic marketing is necessary for existence of organization. Explain.
3. “BCG matrix helps in portfolio analysis.” Elaborate the statement.
4. Explain branding strategies for FMCG product further explain introductory phase strategic marketing alternatives.
5. Explain various techniques used in strategic marketing evaluation.
6. Bharat mart is a retail kirana shop chain selling grocery items. As a decision-making person in strategic management team explain how it can set up business in rural India.

P.T.O.

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

(1) Marketing Audit

(2) GE 9 Cell Model

(3) Mckinsey 7s Framework

(4) Marketing Strategies for IT and ITES Companies.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-43**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**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. What is the procedure involved in insuring goods against Marine-Risks ?
2. How exporter understand Foreign Exchange Rates and how he protects his business against their adverse movement ?
3. What foreign exchange facilities are provided by RBI and EXIM Bank, to exporter ?
4. Which financial and fiscal incentives are provided by government to Exporter ? Explain in detail.
5. What documents exporter prepares in the following :
  - (a) Customs clearance of Goods
  - (b) Transportation of Goods
  - (c) Declaration of goods under 'Foreign Exchange Regulations'.
6. How exporter arrange 'Pre-Shipment' and 'Post-Shipment Finance' ? Explain in detail.

P.T.O.

7. Write short notes on (any *three*) :
- (a) Red-mark Letter-of-Credit.
  - (b) Revolving Letter-of-Credit.
  - (c) External commercial Borrowings.
  - (d) Manufacture's certificate and Packing list.
  - (e) Weight note and Shipping advice.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-44**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**404 : DIRECT MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Relevant examples carry weightage

1. Define Direct Marketing. Explain concept, growth, benefits and limitations of it.
2. Discuss the following methods of Direct Marketing. Give relevant examples (any *two*) :
  - (i) Multi-Level Marketing (MLM)
  - (ii) Exhibition–Trade Fares
  - (iii) Personal Selling.
3. Technology enables Direct and Interactive Marketing. Comment.
4. Differentiate between direct marketing media and non-direct media. Give characteristics of addressable media with examples.
5. Explain the technology mediated marketing channels :
  - (i) Mobile and SMS
  - (ii) Digital Marketing.

P.T.O.

- 6.** 'Now-a-days direct response methods like teleshopping, e-mail marketing and online web advertising are becoming popular.' Discuss with examples.
- 7.** Write short notes on (any *two*) :
- (a) Data Protection and Privacy
  - (b) Kiosk Marketing
  - (c) e-CRM.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-45**

**M.M.M. (IV Semester) EXAMINATION, 2017**

**INDUSTRIAL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Attempt any 4 from the remaining.

(iii) All questions carry equal marks i.e. 14 each.

1. You are a manufacturer of automotive gear boxes required by truck, bus and car manufacturers located at various places in India like Chennai, Noida, Pune, Kolkata etc. You plan to revamp your sales and service network. Please design an internal sales organisation structure to meet your customer needs. Prepare an organisation chart for the same.
2. Explain the role of various participants in the industrial buying process particularly describe the importance of influencers.
3. "Industrial buying is very much different from consumer buying." Discuss the merits of this statement.
4. Discuss the idea of a "Buying Grid" and its relevance to Industrial marketing.

P.T.O.



5. "In case of industrial products, MRO (Maintenance, Repairs and Overhaul) business gives a new business opportunity". Discuss the merits/demerits of this idea.
6. Describe the typical negotiation process and the steps involved.
7. Write short notes on (any *two*) :
  - (a) Differential markets
  - (b) Penetration pricing
  - (c) Forecasting methods.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
---------------------	--

**[5168]-46**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**406 : RURAL AND AGRICULTURAL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *four* questions from question No. 2 to 7.

They carry **13** marks each.

(ii) Question No. 1 is compulsory and it carries **18** marks.

1. Shri Nilkamal Sathe is a newly appointed managing director of a fertilizer company. He wants to provide a blueprint to all his Regional Managers for giving boost to sales of the company's products. Prepare a marketing mix plan to assist the M.D. Make and state your assumptions clearly. [18]
2. Critically examine nature and scope of Agribusiness in present situation in Indian context. [13]
3. What is co-operative marketing ? Discuss functions of Co-operative marketing. [13]
4. Innovative distribution channels can play an important role in Rural and Agricultural Marketing Profession. Discuss with illustration.[13]

P.T.O.

5. Discuss the specific features of Rural Marketing in India. Also explain the scope and limitations of Rural Marketing. [13]
6. Discuss the advantages and limitations of “Organised Retailing” in agricultural input. Also explain the reasons for its slow growth in India. [13]
7. Write short notes (any *two*) : [6.5 marks each]
- (a) Organised Warehousing in Agribusiness.
  - (b) Scope of Horticultural Development in India.
  - (c) Recruitment of Human Resource in Agri-marketing.
  - (d) Segmenting Rural Marketing.