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[5168]-102

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

102 : ACCOUNTING FOR BUSINESS DECISIONS

(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) Figures to the right indicate marks for that question/sub-question.
(v) Your answers should be specific and to the point.
(vi) Support your answers with suitable live examples.
(vii) Draw neat diagrams and illustrations supportive to your answer.
(viii) Use of calculators is permitted.

- 1. (a)** Define Financial Accounting. Explain the basic accounting concepts in financial accounting. [10]

Or

- (b)** What do you understand by Financial Accounting ? Explain functions of Financial Accounting and different users of Financial Accounting Information. [10]

P.T.O.

2. (a) Explain the concept of Management Accounting, Cost Accounting and Financial Accounting. State in detail functions of Management Accounting. [10]

Or

- (b) How does Management Accounting and Financial Accounting differ ? [10]

3. (a) You are given the following data : [10]

Year	Sales	Profit
	(Rs.)	(Rs.)
2012	20,00,000	2,00,000
2013	25,00,000	3,00,000

Find out :

- (i) P/V Ratio
(ii) Break Even Point (Amount)
(iii) Margin of Safety in year 2013.

Or

- (b) Product X takes 20 hours to process on machine 99. It has a selling price of Rs. 100 and marginal cost of Rs. 60.

Y (a component part used in production) could be made on machine 99 in 3 hours for a marginal cost of Rs. 5. The suppliers price is Rs. 10. Should one make or buy Y ? Discuss in both situations :

(i) When machine 99 is working at full capacity ?

(ii) When there is idle capacity ? [10]

4. (a) With the following data for a 60% capacity, prepare a budget for production at 80% and 100% capacity : [10]

Particulars	
Production at 60% capacity	600 units
Material	Rs. 100 per unit
Labour	Rs. 40 per unit
Direct Expenses	Rs. 10 per unit
Factory overheads	Rs. 40,000 (40% fixed)
Administration expenses	Rs. 30,000 (60% fixed)

Or

- (b) ABC Co. wishes to arrange overdraft facility with its bank during the period April to June, 2014. Prepare a cash budget

for the above period from the following data : [10]

(In Rupees)

Month	Sales	Purchase	Wages
February	1,80,000	1,24,800	12,000
March	1,92,000	1,44,000	14,000
April	1,08,000	2,43,000	11,000
May	1,74,000	2,46,000	10,000
June	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 April, 2014 Rs. 25,000.

5. (a) The standard cost of chemical mixture is as follows : [10]

40% material A at Rs. 20 per kg

60% material B at Rs. 30 per kg

A standard loss of 10% of input is expected in production.

The cost records for a period showed the following usage :

90 kg material A at a cost of Rs. 18 per kg

110 kg material B at a cost of Rs. 34 per kg

The quantity produced was 182 kg of good product.

Calculate :

- (i) Material Cost Variance
- (ii) Material Price Variance
- (iii) Material Usage Variance.

Or

- (b) Coates India Ltd. manufactures a particular product, the standard direct labour cost of which is Rs. 120 per unit whose manufacture involves the following : [10]

Grade of Workers	Hours	Rate (Rs.)	Amount (Rs.)
A	30	2	60
B	20	3	60
Total	50		120

During a period, 100 units of the product were produced, the actual labour cost of which was as follows :

Grade of Workers	Hours	Rate (Rs.)	Amount (Rs.)
A	3,200	1.50	4,800
B	1,900	4.00	7,600
Total	5,100		12,400

Calculate :

- (i) Labour Cost Variance
- (ii) Labour Rate Variance
- (iii) Labour Efficiency Variance.

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[5168]-103

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

103 : ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. Which economic tools are useful in Managerial Decisions ? Give suitable example in support of your answer. [10]

Or

What is meant by Economics ? Discuss its nature and scope.

2. What is Demand Forecasting ? Explain the objectives and any *two* methods of Demand Forecasting. [10]

Or

What is Price Elasticity of Demand ? Explain its types and practical significance.

3. Define production function. Explain the *three* types of Returns to Scale. [10]

P.T.O.

Or

Write short notes on any *two* of the following :

- (a) Increase and Decrease in Demand
 - (b) Elasticity of supply
 - (c) Price Discrimination.
4. Explain salient features of monopolistic competition. Show how price is determined in the short run under monopolistic competition. [10]

Or

Explain any *two* pricing strategies of the following :

- (a) Cartel
 - (b) Price Skimming
 - (c) Cost-plus pricing.
5. Define macro economics. Explain what are the factors influencing of the firm while taking business decisions ? [10]

Or

What is meant by aggregate demand and their impact on the operation of firms ?

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[5168]-104

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

104-BUSINESS RESEARCH METHODS

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. What is the concept of research ? Explain the types of research.

Or

Explain the Explorative and Descriptive research design.

2. Explain the steps involved in research process.

Or

What is the 'Statement of Problem' ? Explain the formulation of Hypothesis.

3. Discuss the concept of 'Population' and 'Sampling Frame'.

Or

Explain the various 'Probability' and 'Non-probability' sampling methods.

P.T.O.

4. Distinguish between 'Primary' and 'Secondary' data.

Or

Discuss about 'Questionnaire' and 'Interview' methods to collect the data.

5. Explain the 'Data-editing', coding and 'Tabulation of Data'.

Or

What is 'Report Writing' ? Explain the 'layout' of report.

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[5168]-105

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

105 : ORGANISATION BEHAVIOUR

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has an internal option.

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

1. (A) Explain the statement, “People influence organisations and organisations influence people”.

Or

(B) Discuss Scope and Fundamental concepts of OB.

2. (A) Write short notes on :

(a) Johari Window

(b) Personality.

Or

(B) Discuss in detail the attributes of personality, with reference to types of personality.

3. (A) “Morale of the employees have direct relationship with the productivity.” Discuss.

P.T.O.

Or

(B) How one can apply Maslow's theory of motivation in one's organisation ?

4. (A) Describe five stages group developments model.

Or

(B) Distinguish between 'group' and 'team'. Discuss the differences and similarities between 'group' and 'team'.

5. (A) Define stress and give various causes of stress.

Or

(B) Illustrate rapid forces of change in the modern organisations.

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[5168]-107

M.M.M. (I Sem.) EXAMINATION, 2017

MANAGEMENT FUNDAMENTALS

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

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

1. (a) What do you mean by management skills ? How do skill requirements differ at various levels of management ? [10]

Or

(b) What is Strategic Management ? Explain the process of Strategic Management. [10]

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

Or

(b) What is innovation ? Why are they getting predominantly important in today's organisations ? [10]

P.T.O.

3. (a) (1) Discuss the contribution of "Hawthorne experiments" in the development of management thinking. [10]
(2) Bring out the significance of "Effective Management is always Contingency or Situational Management."

Or

- (b) Discuss the concepts put fourth by Michael Porter and C.K. Prahalad in management. [10]
4. (a) What do you mean by planning premises ? How are they important in formulation and operation of a plan ? [10]
Or
(b) Should the authority be pushed down in an organization as far as it will go ? Why and why not ? [10]

5. (a) What are the major features of strategic decision and tactical decision. What kind of skills are required for taking each of them ? [10]

Or

- (b) What is decision tree ? How does it help in decision making ? [10]

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[5168]-201

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

201 : PRODUCT MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—** (i) All questions are compulsory.
(ii) Each question has an internal option.
(iii) Each question carries **10** marks.
(iv) Figures to the right indicate full marks for that question.
(v) Your answers should be specific and to the point.
(vi) Support your answer with suitable live examples.
(vii) Neat diagrams must be drawn wherever necessary.

1. (a) What is product ? Classify products in FMCG and consumer durable product category. [10]

Or

(b) Define and elaborate on levels of product with suitable examples. [10]

2. (a) Elaborate on positioning on the basis of choice of competitor target strategy and core strategy. [10]

Or

(b) Discuss product line and product mix with the help of suitable examples. [10]

P.T.O.

- 3.** (a) Define new product. Explain the process of new product development in detail. [10]

Or

- (b) Explain the various reasons for failure of new product. [10]

- 4.** (a) Define product life cycle. Discuss technological evolution in product life cycle. [10]

Or

- (b) Elaborate on introduction and maturity stage with suitable examples. [10]

- 5.** (a) Explain product mix with respect to international market. [10]

Or

- (b) Discuss product communication strategies in international market. [10]

Total No. of Questions—5]

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[5168]-203

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

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. Define Marketing Research. Explain its nature and scope in current business perspective. [10]

Or

- (a) Point out limitations of marketing Research. [5]
(b) What are various obstacles in acceptance of marketing research proposal. [5]

2. Explain the marketing Research Techniques that are used by the marketers. [10]

Or

Write notes on any *two* : [5 marks each]

- (a) Use of Internet in Marketing Research
(b) National Readership Survey
(c) Test Marketing.

3. Explain in detail various scaling techniques used in marketing research. [10]

P.T.O.

Or

What are the essentials of a good questionnaire ? [10]

4. Explain multi-variate data analysis.

[10]

Or

What is meant by 'Descriptive statistics' ? How does it differ from inferential statistics ? [10]

5. Explain the stepwise process of formulating a Marketing Research Project [10]

Or

Note down the basics of a good marketing research report. [10]

Total No. of Questions—5]

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[5168]-204

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

204 : INTEGRATED MARKETING COMMUNICATION-I

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

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

1. Define integrated marketing communication. Briefly explain the components of Integrated marketing communication.

Or

You are the newly appointed Marketing Communications Manager for a FMGG. Prepare an IMC plan in order to spread awareness among consumer.

2. What is TRP rating ? Write a role of ASCI and other professional regulatory bodies.

Or

What important factors should be considered in market analysis while developing a media plan ?

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

P.T.O.

Or

Describe in detail role of sales promotion in Integrated marketing communications.

4. Write in detail contemporary tools of Integrated Marketing Communications.

Or

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

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

Or

Explain need and significance of IMC evaluation and control.

Total No. of Questions—5]

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[5168]-205

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

205 : SERVICES MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has an internal option.

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

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

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

(vi) Support your answers with suitable live examples.

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

(viii) Use of calculator is permitted.

1. (a) What is the concept of good service continuum ? Describe the relationship between good and services in marketing a car rental company and explain what services are important in the consumer's decision. [10]

P.T.O.

Or

(b) Discuss the various characteristics of services and bases of service classification. [10]

2. (a) Discuss the different promotional techniques used in newly introduced five minutes tyre change service. [10]

Or

(b) How will you price the following services ? Explain : [10]

(i) Education

(ii) Training

(iii) Hotel room

(iv) Consultancy

3. (a) "People is the important P in 7 P's in service business". Elaborate and explain self service technology. [10]

Or

(b) Explain the service marketing triangle and describe the importance of training and development of employees. [10]

4. (a) "Service failure recovery impacts customer satisfaction level". Do you agree with this statement ? Justify your views. Also elaborate on waiting time management with respect to Hotel Industry. [10]

Or

(b) Customer satisfaction measurement is very important in services industry. How will you conduct customer satisfaction measurement for an educational institution ? [10]

5. (a) Explain SERVQUAL model of service quality. [10]

Or

(b) Explain the five different gaps identified in GAP model of service quality developed by Parasuraman, Ziethaml and Bitner (PZB). [10]

Total No. of Questions—5]

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[5168]-206

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

206 : RETAIL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has an internal option

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

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

(v) Support your answers with suitable live examples.

1. (A) Discuss concept, importance and functions of retailing. Also compare Indian Vs. Global Retail Scenario.

Or

(B) Describe theories of retail development and explain concept of retail life-cycle.

2. (A) Explain different factors affecting retail location decision with steps involved in choosing retail location.

Or

(B) What is store facade ? Describe theories of shopping behaviour.

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

P.T.O.

Or

(B) Explain the concept 'Merchandise sourcing' and how to evaluate merchandise performance ?

4. (A) Describe Market based and Store based promotion mix.

Or

(B) Elaborate on Visual Merchandising as a retail communication tool.

5. (A) Justify 'Need of Technology in Retail a Must'.

Or

(B) Explain strategic advantage of supply chain management in retail along with suitable example.

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[5168]-207

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

207 : CONSUMER BEHAVIOUR

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *all* questions.

(ii) Figures to the right indicate full marks.

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

Or

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

(i) Toys

(ii) Luxury Cars.

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

Or

- (b) Explain the difference in involvement while purchasing below items : [10]

(i) Camera by professional photographer.

(ii) Camera by common man for photography.

P.T.O.

- 3.** (a) Write short notes on (any *two*) : [10]
(i) Problem recognition
(ii) Post-purchase dissonance
(iii) Customer delight.

Or

- (b) Differentiate the decision-making process in the following situations : [10]
(i) A bag for college going students
(ii) A bag for travelling purpose.

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

Or

- (b) Using EBM model explain consumer decision-making process in purchasing a Laptop. [10]
- 5.** (a) How will you profile Indian market for launching four-wheeler with respect to demographic and socio-economical profiles. [10]

Or

- (b) Explain how companies cater to the needs of BOP consumers for the following products : [10]
(i) Soap
(ii) Car.

Total No. of Questions—5]

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[5168]-302

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

302 : STRATEGIC MARKETING MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has internal option.

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

(iv) Neat diagrams must be drawn wherever necessary.

(v) Figures to the right indicate full marks.

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

(vii) Support your answer with suitable live examples.

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

Or

(b) What is the role of strategic marketing in the decision-making process ? Explain it with the help of suitable example. [10]

2. (a) What is difference between corporate strategy and marketing strategy with suitable example. [10]

Or

(b) What do you mean by marketing environmental analysis ? Describe various components of marketing environmental analysis. [10]

P.T.O.

3. (a) Explain Porter's five forces model of competition with suitable examples. [10]

Or

- (b) What do you mean by marketing strategy formulation ? Explain the concept of portfolio analysis using GE-9 cell matrix. [10]
4. (a) "Proper study and analysis of consumer behavior before formulation and implementation of marketing strategy is essential for effective business." Comment on the statement with the help of an example. [10]

Or

- (b) Technology change has given advantage to strategy marketing. Explain with internet marketing as an example. [10]
5. (a) Consider yourself as a national player in mobile business. What are the entry strategy that you will consider when you want to expand your business in a global market ? [10]

Or

- (b) Define Marketing Audit. How does marketing audit play an important role in formulation and implementation of marketing strategies ? Quote suitable examples. [10]

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[5168]-303

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

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. Explain the importance of Branding. Is it possible to brand everything ?

Or

Describe the following concepts. Illustrate your answer with suitable examples :

- (a) Online Brands
(b) Super Brands.

2. “Brand Knowledge and Brand Awareness play important role in establishing Brand Positioning.” Comment with suitable illustrations.

Or

Explain the positioning guidelines along with point of parity and point of difference in Brand Positioning.

P.T.O.

3. Describe with examples how the celebrity endorsement helps in branding.

Or

Explain the role of various brand elements like name, logo, colour, jingles, etc. in planning and implementing the brand marketing programme.

4. Explain the quantitative techniques for measuring and interpreting Brand performance.

Or

Discuss the Brand equity measurement system and Brand valuation.

5. Design a brand strategy for (any one) :

- (i) Sport Shoes
- (ii) Super Smart Phones.

Or

Short notes on :

- (i) Brand Crisis Management
- (ii) Brand Extension.

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[5168]-304

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

GLOBAL MARKETING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions are compulsory.

1. Define 'International Marketing'. Explain the driving forces of International Marketing.

Or

Differentiate between regiocentrism and geocentrism.

2. From the point of view of global marketing, discuss the need for environmental analysis.

Or

How do legal and statutory framework of the world affect global marketing ? Differentiate between home country, host country and international laws.

3. How would you proceed to explore market potential for the export of ladies casual wear from India.

Or

Give a brief account of the types of global distribution intermediaries.

P.T.O.

4. What do you mean by product standardisation and product adaptation ? What are different adaptation strategies to serve the global market ?

Or

Discuss the relative importance of price and non-price factors in global marketing. What, in your view, should be the strategy for export pricing to be adopted by Indian Manufacturers ?

5. Examine the factors influencing the decisions for having standardised vis-a-vis customised advertisement with suitable examples. Which *one* would you prefer and why ?

Or

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

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[5168]-305

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

305 : MARKETING OF FINANCIAL SERVICES

(2013 PATTERN)

Time : 2.30 Hours

Maximum Marks : 50

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

(ii) Internal choice is given within all questions.

1. (A) Make a list of Asset Management Products. Explain any *two* in detail. [10]

Or

(B) Explain in detail what are cooperate fee based services. [10]

2. (A) Explain the concept of Investment and characteristics of investment with example. [10]

Or

(B) Differentiate between Investment, Gambling and Speculation. [10]

3. (A) Explain “Indian Financial Services” and its role in Indian economy. [10]

Or

(B) Explain Complaint and Grievances redressal mechanism. Explain any *two*. [10]

P.T.O.

4. (A) What are various insurance distribution channels ? [10]

Or

(B) What are various Mutual fund distribution channels ? [10]

5. (A) Explain Global trends in financial services. [10]

Or

(B) Explain personal selling process. Also explain cross selling and up selling strategies. [10]

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[5168]-401

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

401 : SUPPLY CHAIN MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Figures to the right indicate full marks.

(iii) All questions carry 10 marks each.

1. "Transportation is the operational area of logistics that geographically moves and positions inventory." Discuss. [10]

Or

Elaborate on evolution of 'Supply Chain Management'. [10]

2. Inventory is the physical stock of items that a business or production organisation keeps in hand for efficient running of production. Elaborate the statement. [10]

Or

Explain with details cost associated with inventory.

3. Explain in detail supply chain strategy adopted by 'online shopping portal' to sale mobile handsets in India. [10]

Or

Elaborate in detail supply chain strategy adopted by 'online grocery portal' to sale grocery products in India.

P.T.O.

4. 'Main driver of hub and spoke model is proximity to customer'.
Discuss the statement. [10]

Or

'Cross docking focusses on demand chain'. Elaborate.

5. 'Todays supply chain management (SCM) is driven by information
technology (IT)'. Elaborate. [10]

Or

Elaborate on 'Role of IT' in supply chain management (SCM).

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[5168]-402

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

402 : SOCIAL MARKETING

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— All questions are compulsory.

1. (a) What do you mean by “Social Marketing Mix” ? Explain in detail with an example.

Or

(b) Explain the terms given below :

(i) Commercial Marketing

(ii) Critical Marketing

(iii) Green Marketing.

2. (a) What is the formative research in social marketing ? Explain in detail the quantitative and qualitative research.

Or

(b) How social marketing plan can be created ? Differentiate between cross cultural tailoring and cultural tailoring.

3. (a) Explain in detail pretesting principles, pretesting pitfalls, pretesting criteria.

Or

(b) How theories of behavioural change and message concept help in developing an effective message in social marketing ?

P.T.O.

4. (a) Elaborate in detail the different planning and buying medias in social marketing.

(Paid, free, Broadcast, Out of Home, Print).

Or

(b) Write short notes on :

(i) Precede Proceed Model

(ii) Word of Month Marketing

(iii) Public Journalism.

5. (a) Explain in detail the different monitoring and evaluation methods in social marketing.

Or

(b) Explain in detail the ethical issues in social marketing with regards to evaluation and feedback.

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[5168]-403

MMM (Fourth Semester) EXAMINATION, 2017

403 : RURAL AND AGRICULTURAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. What is the concept of Rural Marketing ? Explain scope and significance of it.

Or

What is the measure taken by the government in rural areas for rural marketing ?

2. Explain Marketing Mix for rural markets.

Or

Discuss Rural Market segmentation and its needs.

3. Illustrate Emerging distribution models in Rural Markets.

Or

Illustrate Emergence of modern retail formats in Rural Markets.

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

P.T.O.

Or

What are Agro based Industries in India as well as globally, specially 'food' and 'Sugar' ?

5. Explain cooperative marketing and its functions.

Or

Write short notes on (any *two*) :

- (a) Microfinance
- (b) HUL's Project Shakti
- (c) ITC's e-chaupal
- (d) Use of ICT in rural markets.

Total No. of Questions—5]

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[5168]-404

MMM (Fourth Semester) EXAMINATION, 2017

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) Define entrepreneurship. Discuss the nature and importance of entrepreneurship.

Or

(b) Discuss the importance of development of women entrepreneurs.

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

Or

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

3. (a) What is project formulation ? Discuss the phases of project formulation.

Or

(b) Give the definition and scope of project appraisal. What steps are followed in project appraisal ?

P.T.O.

4. (a) What are the steps involved in setting up of a small scale unit ? Enlist the types of ownership for a small scale unit.

Or

- (b) Discuss the importance of location for a small scale unit. Enlist the subsidies and incentives for small scale industry.

5. (a) Discuss the success story of Dirubhai Ambani-Reliance industry. Also mention his contribution to entrepreneurship.

Or

- (b) Discuss the success story of Bill Gates—Microsoft. Also mention his contribution to entrepreneurship.

Total No. of Questions—5]

[Total No. of Printed Pages—2

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[5168]-405

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

405 : SECTORAL MARKETING PRACTICES

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question carries equal marks.

1. (a) Explain the principles of medical advertising. [10]

Or

(b) Explain in detail market life cycle in pharmaceutical industry. What major competitive advantages a company can have in order to succeed in market place ? [10]

2. (a) Write short notes on :

(i) Branding decision of tourism marketing [5]

(ii) Package tours and pricing tourism marketing [5]

Or

(b) Explain the pricing of tour packaging ? Discuss the relevance of market segmentation in tourism marketing. [10]

3. (a) "Events play an important role in attracting tourist to a destination. Justify the statement with the help of suitable example. What are the recent trends in tourism marketing ? [10]

Or

(b) What are the promotional techniques used in tourism marketing ? [10]

P.T.O.

4. (a) What are the roles of knowledge management in service marketing strategies. [10]

Or

(b) Explain with the suitable example the use of knowledge in the effective execution of firm strategy. [10]

5. (a) Discuss trends in political marketing with reference to "Indian Shining Campaign" [10]

Or

(b) Explain the promotion mix in political marketing. [10]

Total No. of Questions—5]

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[5168]-406

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

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.

1. (A) What is Industrial Marketing ? Explain nature and scope of Industrial Marketing

Or

(B) What are different Industrial Markets ? Explain the difference between Industrial Market and Consumer Market.

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

Or

(B) "For Industrial Products, Quality and Availability of After Sales Service and Spare Parts are critical." Offer your views and comments.

3. (A) What is Vendor Analysis ? Explain the process of Vendor analysis.

P.T.O.

Or

- (B) A forging company having a factory at Pune is planning to develop suppliers for press parts for their new forging parts. Discuss with reasoning the buying decision process in this Organisation. Also list the buying roles that will be involved in this process.
4. (A) "Role of Personal Selling is more prominent in Industrial Marketing than in Consumer Goods Marketing." Comment with reasons and examples.

Or

- (B) Write short notes on :
- (i) Annual Maintenance Contract
 - (ii) Negotiation Styles.
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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[5168]-407

MMM (Fourth Semester) EXAMINATION, 2017

LEGAL ASPECTS OF MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has an internal option.

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

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

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

(vi) Support your answers with suitable live examples.

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

(viii) Use of calculators is permitted.

1. (A) Explain the concept of Doctrine of Caveat Emptor and its
exception. [10]

Or

(B) When a weighing machine is installed on a railway platform
by the railway authority, where anyone weights putting coin
after acceptance. Is it offer ? If yes, then which type of and
give justification ? [10]

P.T.O.

2. (A) What is meant by 'Design' under the Designs Act, 2000 ? Discuss procedure for registration of trade mark. [10]

Or

- (B) What is meant by Trade Mark Act, 1999 ? 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

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

4. (A) What are the Key provisions of Information Technology Act, 2000 ? [10]

Or

- (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

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

Total No. of Questions—5]

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[5168]-408

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

408 : EXIM PROCEDURES

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has internal options.

(iii) Figures to the right indicate full marks.

1. “Export houses can be classified under different status category.”
Discuss. [10]

Or

“Exporter is a person, who exports *or* intends to export, holds an IE code, unless exempted.” Discuss. Also discuss the categories of exporters. [10]

2. Explain in detail ‘Letter of Credit’ along with various conditions in it. [10]

Or

Write short notes on (any *two*) : [2×5=10]

- (1) Types of Bill of Landing
- (2) Focus Product Scheme
- (3) Procedure for Export Clearance.

3. Define Import. Explain in detail the various terms of payment in imports management. [10]

P.T.O.

Or

What is the process of identification and selection of a supplies in Imports. [10]

4. What do you mean by customs duty ? State and explain its different types. [10]

Or

Explain incoterms in detail. [10]

5. Explain the procedure and documentation required in customs clearance by air. [10]

Or

State and explain the exemptions in import of goods, issued by CBEC. [10]