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**[5177]-11**

**P.G.D.M.M. (I Sem.) EXAMINATION, 2017**

**BASICS OF MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Discuss the functions of marketing and explain the Societal Marketing Concept. [14]
2. Distinguish between Individual (Consumer) Markets and Organizational Markets. [14]
3. Explain the importance of Environmental Analysis. Discuss in detail 'PEST' analysis. [14]
4. What is Segmentation ? Discuss different bases of Segmentation. [14]
5. Design the Marketing Mix for Coffee (instant) launched by an FMCG company. [14]

P.T.O.

- 6.** Why is a Marketing Plan essential ? Elaborate the steps in the Marketing Planning Process. [14]
- 7.** Write short notes on (any *two*) : [14]
- (a) Functional Organisation
  - (b) Marketing Audit
  - (c) Value Proposition.

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**[5177]-13**

**P.G.D.M.M. (I Sem.) EXAMINATION, 2017**

**103 : LAWS RELATING TO MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. “An agreement enforceable by law is a contract.” Discuss the definition and bring out clearly the essentials of a valid contract.
2. Define and distinguish between a condition and a warranty. Under what circumstances a breach of condition is to be treated as a breach of warranty ?
3. Explain the need and importance of patents and copyrights in modern global business scenario.
4. What is the composition of the state commission ? What is its jurisdiction and what procedure does it follow to settle any complaint ?
5. Explain the concept of “Electronic Signature’ and ‘Electronic Records’ as per the Information Technology Act.

P.T.O.

- 6.** What is 'Bill of Exchange' ? What are its essential elements ? How does it differ from a 'Promissory Note' ?
- 7.** Write short notes on any *two* of the following :
- (a) Distinction between sale and agreement to sell
  - (b) Offence and penalties under Trade Marks Act.
  - (c) Salient features of Value Added Tax.
  - (d) Food and Drug Adulteration.

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**[5177]-21**

**P.G.D.M.M. (II Sem.) EXAMINATION, 2017**

**201 : RETAIL & DISTRIBUTION MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

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

1. What are Marketing Channels ? Elaborate on the functions of Marketing Channels.
2. Explain the importance and the functions of a wholesaler for an FMCG company.
3. “Organized retailing in India is at a nascent stage unlike as in the US.” Comment on the statement while throwing light on the Indian and the Global Retail scenario.
4. What are the different Store and Non-Store retail formats ? Give examples.

P.T.O.

5. Store Layouts can be of different types. Usually how many types of store layouts are there ? Describe them.
6. “Store space management is crucial for success.” Comment and describe how such management is done by retailers.
7. What are the different steps involved in merchandise planning?

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**[5177]-22**

**P.G.D.M.M. (Second Semester) EXAMINATION, 2017**

**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. Which are the different components of IMC ? Explain advantages and disadvantages of each.
2. Elaborate on various methods of Advertising Appropriation.
3. Design an Advertising Copy for the following products in the Print Media :
  - (a) Touch Screen Handset
  - (b) DTH Service Provider.
4. Discuss various Sales Promotion Schemes for :
  - (a) Business News Papers
  - (b) Soft Drink.

P.T.O.

5. What is Media Planning ? What is its significance ?
  
6. “Trend of On-line/Internet Marketing is increasing. However it will not pose immediate threat to the Traditional Advertising.” Give your views.
  
7. Write short notes on (any *two*) :
  - (a) Public Relations
  - (b) DAGMAR Approach
  - (c) Direct Marketing Programs
  - (d) Media Mix.



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**[5177]-23**

**PGDMM (II Sem.) EXAMINATION, 2017**

**203 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Solve any *four* questions out of remaining questions.

(iii) Figures to the right indicate full marks.

1. Discuss the concept of service. State different characteristics of services. Give examples. [13]
2. Explain 7 P's of services marketing. [13]
3. Explain different distribution strategies for services. What are the challenges in distribution of services ? [13]
4. Discuss SERVQUAL model and GAP model in detail. [13]
5. Explain self service technologies in detail. [13]
6. Write short notes on (any *two*) : [13]
  - (i) Services blueprint
  - (ii) Services positioning
  - (iii) Role of HR and internal marketing
  - (iv) Service failure.

P.T.O.

7. Case study :

[18]

Private FM Radio Industry in India is currently at nascent stage. Currently the FM radio market has presence of six domestic players. Govt. of India has initiated the process of expansion in this sector by inviting more private players through auction. ABB is a leading private entertainment company of VS having vast portfolio of TV and radio channels. The company has approached you for customization of its FM radio services for Pune market. You being a marketing consultant

- (a) Suggest suitable STP for the company.
- (b) What promotional strategies will you suggest to company, to grab a major pie of market share ?