

Total No. of Questions : 5]

SEAT No. :

P4799

[5177]- 101

[Total No. of Pages : 1

P. G. D. M. M.

**101 : MARKETING MANAGEMENT
(2013 Pattern) (Semester - I)**

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *All questions are compulsory.*

Q1) Discuss the following marketing concept.

- a) needs b) wants c) exchange process
- d) product e) demand.

OR

Evaluate the importance of marketing in services and its future in Indian perspective.

Q2) Explain the elements of Marketing mix in the content of Marketing planning.

OR

What is the impact of the changing marketing environment on business. Explain Economic and socio-cultural Environmental factors.

Q3) Explain the 5 step Buying Decision Process in detail.

OR

Explain segmentation, Targeting and positioning concepts and discuss different positioning strategies.

Q4) Elaborate the different stages in New Product Development.

OR

What is a Product? As a marketing Manager what product mix decisions you possibly make. Discuss.

Q5) Advertising plays an important role in promoting and increasing sales of any product or service. Explain.

OR

What are distribution channels? What are the functions of distribution channels?



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SEAT No. :

P4800

[5177]-102

[Total No. of Pages : 2

P.G.D.M.M.

102 : MARKETING RESEARCH

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate 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.*

Q1) a) “Market research is an important tool in the hands of marketer”. Explain the statement in view of importance of market research with two suitable examples. **[10]**

OR

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]**

Q2) a) What is test marketing? why companies need to do test marketing? Explain different types of conducting test marketing. **[10]**

OR

b) How research is helpful in advertising decisions? Describe the concept of database marketing with suitable example. **[10]**

Q3) a) Explain Nominal, ordinal, interval and ratio scaling techniques and their use in details by quoting examples for each one of them. **[10]**

OR

b) A company wants to launch a new flavor of ice cream in the market. Draft a questionnaire for it to find market potential of that product. **[10]**

P.T.O.

Q4) a) Define hypothesis. Which are different types of hypothesis?? Explain the steps in statistical hypothesis testing. **[10]**

OR

b) “The raw data mere numbers cannot convey meaning to the researcher.” Explain the statement and discuss use of diagrams and graphs for the same. **[10]**

Q5) a) Explain the steps in setting up marketing research project for consumer satisfaction of services of JIO SIM card. **[10]**

OR

b) Describe the steps in the setting and implementing marketing research. **[10]**

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SEAT No :

P4801

[5177]-103

[Total No. of Pages : 2

P.G.D.M.M.

**103: CONSUMER BEHAVIOUR
(2013 Pattern) (Semester-I)**

Time : 3 Hours]

[Max.Marks:50

Instructions to the candidates:

- 1) *All question are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicates marks for that question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagram's and illustrations wherever necessary.*

Q1) a) Explain the characteristics of culture & subculture, give its relevance to marketing decisions. **[10]**

OR

b) Illustrate with examples the different roles played by consumer in purchasing.

Q2) a) Explain the process of information acquisition and what is its importance from marketing point of view? **[10]**

OR

b) Briefly review Maslow's motive hierarchy with suitable examples.

Q3) a) Write a note on consumer satisfaction & dissatisfaction with illustrations. **[10]**

OR

b) Explain the three types of buying behaviour.

P.T.O.

Q4) a) Describe in brief the Howard Sheth model of consumer behaviour. **[10]**

OR

b) Explain the Engel - Blackwell - Miniard model of consumer behaviour.

Q5) a) Describe the socioeconomic classes in rural market. **[10]**

OR

b) Discuss the challenges faced by marketers with reference to changing technology in Indian context.



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SEAT No. :

P4802

[5177]- 104

[Total No. of Pages : 2

P. G. D. M. M.

**104 : INTEGRATED MARKETING COMMUNICATION
(2013 Pattern) (Semester - I)**

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 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.*

Q1) a) Describe various promotional tools used in IMC? **[10]**

OR

- b) i) Explain ELM model **[10]**
ii) Explain AIDA model in detail.

Q2) a) Explain the importance of advertising in marketing and consumer behavior? **[10]**

OR

- b) i) Explain client agency relationship. **[10]**
ii) What are the different appeals in advertising.

Q3) a) Explain in detail different forms of sales promotion used by D-MART? **[10]**

OR

- b) Define public relation? Discuss various tools of public relation? **[10]**

P.T.O.

Q4) a) What are the recent trends in sponsorship for reality show and TV serials? **[10]**

OR

b) Describe the role of P.R. in positive image building? **[10]**

Q5) a) Evaluate P.R. activity performed by reliance group to introduce JIO mobile service in India? **[10]**

OR

b) Explain in detail different methods of measuring advertising effectiveness? **[10]**



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SEAT No. :

P4803

[5177]- 201

[Total No. of Pages : 1

PGDMM

**201 : SERVICES MARKETING
(2013 Pattern) (CBCS) (Semester - II)**

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 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.*

Q1) a) What are the unique characteristics of services? Explain with suitable examples. **[8 + 2]**

OR

b) Explain classification of services. **[10]**

Q2) a) What are the distribution strategies for services? **[10]**

OR

b) What is the role of relationship marketing in promoting services? **[10]**

Q3) a) Explain the concept of services marketing triangle with suitable examples. **[10]**

OR

b) What is the importance of physical evidence in services? **[10]**

Q4) a) Why is it important to handle complaints effectively? **[10]**

OR

b) What is meant by customer satisfaction? How is customer satisfaction monitored and measured? **[2 + 8]**

Q5) a) Explain GAP model in detail. **[10]**

OR

b) Explain the growing importance of e-services in today's world. **[10]**



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SEAT No. :

P4804

[5177]-202

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P.G.D.M.M.

202 : SALES & DISTRIBUTION MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*

Q1) Explain Nature and significance of Sales Management. **[10]**

OR

Explain Transactional and Relationship Selling with example. **[10]**

Q2) Define and Explain Sales Budget with suitable example. **[10]**

OR

Discuss the following types of sales organization: **[10]**

- a) Product based sales organization.
- b) Geographical sales organization.

Q3) Explain various functions of Marketing Channel. **[10]**

OR

Explain Integrated Marketing Channels in detail. **[10]**

Q4) Explain various types of wholesaling. **[10]**

OR

“Supply Chain Management plays significant role in Sales and Distribution Management”. Explain. **[10]**

Q5) “Information technology is playing important role in managing distribution channel” comment. **[10]**

OR

Explain significance of Channel Information System. **[10]**

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SEAT No :

P4805

[5177]-203
P.G .D.M.M.

[Total No. of Pages : 1

203: CUSTOMER RELATIONSHIP MANAGEMENT
(2013 Pattern) (Semester-II)

Time : 3Hours]

[Max.Marks:50

Instructions to the candidates:

- 1) *Attempt all questions.*
- 2) *All questions carry equal marks.*

Q1) a) Differentiate between marketing and CRM.

OR

b) Discuss the concept of Relationship marketing. Also give its evolution.

Q2) a) Explain. 'Customer Life Cycle', Discuss how to manage customer relationship through the stages of customer Life Cycle.

OR

b) Discuss 'why' and 'how' to analyse customer.

Q3) a) Discuss- CRM implementation.

OR

b) Discuss - planning for CRM.

Q4) a) With respect to customer metrics, explain the types and approaches.

OR

b) Give the meaning, dimension and measurement of 'customer life time value'.

Q5) a) Discuss and explain the concept of eCRM.

OR

b) Differentiate between Data mining and Data warehousing



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SEAT No. :

P4806

[5177]- 204

[Total No. of Pages : 1

P.G.D.M.M.

**204 : STRATEGIC BRAND MANAGEMENT
(2013 Pattern) (Semester - II)**

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) Explain various concept of brands. **[10]**

OR

Explain in detail branding strategy of any consumer product. **[10]**

Q2) Write in detail the brand building approach by David Jobber. **[10]**

OR

Explain 3C_s of brand positioning with brand positioning formula. **[10]**

Q3) Explain different options for brand element. **[10]**

OR

What is celebrity Endorsement? Give suitable example. **[10]**

Q4) Write in detail quantitative techniques in interpreting brand performance?[10]

OR

Explain Brand Equity Index Model. **[10]**

Q5) What is pruning portfolio and liquidating portfolio? **[10]**

OR

What is brand extension? Give suitable example of brand extension. **[10]**

