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[5368]-11

M.M.M. (I Sem.) EXAMINATION, 2018

101 : PRINCIPLES AND PRACTICES OF MANAGEMENT
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) Solve any 4 from the remaining.

1. Define Management. Explain various functions of Management. [15]
2. Explain contribution of F.W. Taylor to Scientific Management. [15]
3. What is motivation ? Elaborate Abraham Maslow's Need Hierarchy Theory of Motivation. [15]
4. Define Leadership. Explain various Leadership Qualities. [15]
5. Write a detailed note on corporate social responsibility. [15]
6. Define Personality. Discuss various remedies for shaping of Personality. [15]

P.T.O.

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

[10]

- (a) Knowledge Workers
- (b) Japanese Styles of Management
- (c) Team Effectiveness
- (d) Communication and Perception.

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[5368]-12

M.M.M. (Semester-I) EXAMINATION, 2018

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. Define marketing. Compare traditional marketing and modern marketing concept and explain any *two* core concepts of marketing.
2. “Marketing managers have to constantly take and revise their marketing decisions considering the changes in micro and macro environmental forces.” Comment and explain various types of environmental forces and factors influencing marketing decisions.
3. Pricing is different from other elements of marketing mix. Explain various types of pricing strategies.
4. Critically evaluate the channel design and channel management decisions.
5. What is Product Life Cycle (PLC) ? How and why strategies differ at various stages of Product Life Cycle ?

P.T.O.

6. What are the functions of packaging ? Discuss new trends observed in the sphere of packaging of consumer goods in India.
7. Write short notes (any *two*) :
- (i) Online Marketing as a Promotional tool.
 - (ii) Ethics in Marketing.
 - (iii) Geographical segmentation
 - (iv) Advantages and disadvantages of Personal Selling.

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[5368]-13

M.M.M. (I Semester) EXAMINATION, 2018
103 : FUNDAMENTALS OF MANAGEMENT ACCOUNTING
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

- N.B. :—** (i) Question No. 1 is compulsory and carries 10 marks.
(ii) Attempt any *two* questions from each Section and carries 15 marks.
(iii) Use of non-programmable calculator is allowed.

1. Defferentiate how Management Accounting is differs from Financial as well as Cost Accounting ?

Section I

2. What do you mean by Budget and Budgetary Control ? What are the advantages of Budgetary Control as a cost control technique ? What are the prerequisites for the successful implementation of Budgetary Control System ?
3. “Standards are basis for a proper managerial control of manufacturing operations”. Define standard cost and explain above statement.
4. Explain the term underabsorption and overabsorption of overheads. Explain any *three* methods of absorbing production overheads into the cost of production.

P.T.O.

5. Write short notes on :
- (a) Opportunity cost
 - (b) ABC Analysis
 - (c) Break-Even Analysis.

Section II

6. The following transactions have taken place in respect of a material during March 2007 :

Date

- 1 Opening Balance 500 units @ Rs.6 per unit
- 5 Purchased 100 units @ Rs.7 per unit
- 7 Issued 400 units
- 9 Purchased 300 units @ Rs.8 per unit
- 19 Issued 250 units
- 22 Issued 50 units
- 25 Purchased 300 units @ Rs.7.50 per unit
- 30 Issued 250 units.

Prepare the Stores Ledger assuming that the issues are valued on FIFO and LIFO.

7. Profit and sales for the year 2007 are Rs.18,000 and Rs.2,40,000 respectively. In 2008, the sales increased by Rs.40,000 and profit by Rs.8,000

You are required to calculate :

- (a) P/V Ratio
- (b) Sales required to achieve a profit of Rs.1,00,000
- (c) Sales at Break-Even Point.

8. Prepare the Flexible Budget for overheads on the basis of data given below :

Ascertain the overheads rates at 50%, 60% and 70% capacity.

At 60% capacity

Variable Overheads

Indirect Material	6,000
Indirect Labour	18,000

Semi-Variable Overheads

Electricity (40% fixed, 60% variable)	30,000
Repairs and Maintenance (80% fixed, 20% variable)	3,000

Fixed Overheads

Depreciation	16,500
Insurance	4,500
Salaries	15,000

Total Overheads **93,000**

Estimated Direct Labour Hours 1,86,000

9.	Product	Standard			Actual		
		Qty.	Sale Price	Total	Qty.	Sale Price	Total
			Rs.	Rs.		Rs.	Rs.
	A	500	5	2,500	500	5.40	2,700
	B	400	6	2,400	600	5.50	3,300
	C	300	7	2,100	400	7.50	3,000
		1,200		7,000	1,500		9,000

Calculate the Sales Variances.

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[5368]-14

M.M.M. (Semester I) EXAMINATION, 2018

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 suitable diagrams wherever necessary.

1. Distinguish between Microeconomics and Macroeconomics. How does the study of economics help the manager in decision-making ?
2. Why demand should be forecasted ? Describe any *two* methods of demand forecasting for the established products.
3. State and explain the law of variable proportions.
4. State the conditions of equilibrium of a firm. Show how a monopoly firm reaches its equilibrium in the long run.
5. (a) Account for cost reduction and cost control.
(b) How profit can be forecasted ?

P.T.O.

6. Write notes on any *two* of the following :

(a) Features of Oligopoly

(b) Cost Plus Pricing

(c) Cartels

(d) Support Prices.

7. Discuss various objectives of firm.

Total No. of Questions—5]

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[5368]-15

M.M.M. (First Semester) EXAMINATION, 2018

105 : RESEARCH METHODOLOGY

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question Nos. 1 and 5 are compulsory out of the remaining attempt any *two* questions.

(ii) Use of electronic pocket calculator is allowed.

1. (a) “Social Research is appropriate in the Present Business Environment and the functional areas of management”. Justify. [10]

(b) From the frequency distribution for the following data taking classes as : [5]

(10 – 15), (15 – 20), (20 – 25)

10, 17, 15, 22, 11, 20, 16, 19, 16, 24, 18, 29, 25, 26, 32, 14,
17, 20, 23, 27, 30, 12, 15, 18, 24, 36, 18, 15, 21, 28, 33, 38,
34, 13, 10, 22, 29, 19, 23, 31.

P.T.O.

(c) Draw the pie diagram for the following data : [5]

Faculty	Arts	Science	Commerce	Law
Number of Students	300	120	200	100

2. Explain observation as a tool for data collection. What are its advantages and disadvantages. [15]
3. Where are questionnaires necessary ? Explain in detail how the layout of a questionnaires the wordings of question affects response rate. [15]
4. What is Hypothesis ? Explain the importance of hypothesis in research. [15]
5. Write short notes on (any *four*) : [20]
 - (a) Sampling Design
 - (b) Test of Reliability
 - (c) Importance of defining research problem
 - (d) Essential qualities of research report
 - (e) Limitations of social research.

Total No. of Questions—7]

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[5368]-16

M.M.M. (First Semester) EXAMINATION, 2018

CONSUMER BEHAVIOR

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain any *one* model of consumer behavior in detail with relevant diagram.
2. Define Attitude. What is its impact on consumer behavior ? Explain with suitable examples.
3. How would you study consumer behavior with respect to any *two* of the following :
 - (a) Luxury car
 - (b) Black Berry mobiles
 - (c) TATA Dokomo
 - (d) Management Institutes.

P.T.O.

4. Define Marketing Research. Write a detailed note on Data collection.
5. Explain the term “Perception”. Discuss in detail how it influences consumer behaviour.
6. “Most of the Purchasing Decisions of Indian Consumers are influenced by family.” Comment.
7. Write short notes on any *two* :
 - (a) Customer satisfaction *V/s* Delight
 - (b) Reference group
 - (c) Motivation—Maslow’s theory
 - (d) Influence of Advertising on consumer buying.

Total No. of Questions—7]

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[5368]-21

M.M.M. (Sem. II) EXAMINATION, 2018
SERVICES MARKETING
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What are Services ? Discuss the growth of service sector in India. [14]
2. Explain 4 I's of Services Intangibility, Inconsistency, Inseparability and Inventory. [14]
3. Discuss 7 P's of Services Marketing. [14]
4. Explain SERVQUAL and GAP model with diagram. [14]
5. "Advertising and sales promotion activities are important for business growth". Comment. [14]
6. Write short notes on (any *two*) : [14]
 - (a) Service marketing triangle
 - (b) Service blueprints
 - (c) Online services
 - (d) Market segmentation in services.

P.T.O.

7. Hansika is a local painter who deals with Warli painting art. She is thinking for branding of her paintings to go for National and International level. Her art can be used as logo, theme, and representation of Indian art on world platform. [14]
- (a) Suggest a service marketing plan to her.
 - (b) Discuss how a social non-profit organization such as any NGO can utilize her work.
 - (c) How she can do advertisement for her work ?

Total No. of Questions—7]

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[5368]-22

M.M.M. (Semester II) EXAMINATION, 2018
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. What is Retail? Give the logical reasoning of rise of the retail industry in India.
2. Why there is a need of studying consumer behavior? Discuss the steps involved consumer buying behavior.
3. Describe different formats of Retailing in detail. Supplement it with suitable examples.
4. Define the retail strategy. Discuss the steps involved in the designing retail strategy.
5. TTK Group is planning to enter in organized Retail sector; design a retail organization structure for the same..
6. “Many different factors affect store lay out”, justify the statement with suitable examples.
7. Write Short Note on any Two
 - a. RFID
 - b. Segmentation
 - c. Public Relation

Total No. of Questions—7]

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[5368]-23

M.M.M. (Semester II) EXAMINATION, 2018

203 : SALES MANAGEMENT AND PERSONAL SELLING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Define Sales Management. Also write its meaning and importance in today's competitive business environment.
2. What do you mean by Sales Forecasting and why it is so important in Sales Management ? What are various methods of Sales Forecasting ?
3. "Sales Planning and Controls helps in effective Sales Management." Explain with various methods used by in Sales Control and Planning.
4. What are the various methods used for recruitment, selection and training of Sales Force ? Give supporting example of any company selling mobile phones.

P.T.O.

5. Discuss the advantages and disadvantages of holding sales meetings taking example of Insurance Selling Company.

6. What are the characteristics of an effective Sales Person and explain the advantages and disadvantages of Personal Selling as a tool of promotion.

7. Write notes on any *two* :
 - (a) Relationship Selling
 - (b) Sales Productivity
 - (c) Evaluation of Sales Force Performance.

Total No. of Questions—7]

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[5368]-24

M.M.M. (II Semester) EXAMINATION, 2018

204 : DISTRIBUTION MANAGEMENT AND LOGISTICS

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain with examples, how physical distribution is an important element of marketing mix.
2. Define marketing channels. Explain different forms of marketing channels with suitable industry examples.
3. As a consultant to flipkart.com, explain various challenges faced by the company for distributing its products to the consumers.
4. What do you mean by supply chain ? Explain with diagram the typical stages involved in supply chain management.
5. Explain various functions of wholesaler as a part of distribution channel.

P.T.O.

6. Design distribution channel for pharma products.

7. Write short notes on (any *two*) :
 - (1) Channel conflicts.
 - (2) Horizontal and vertical marketing systems
 - (3) Symptoms of Poor inventory management
 - (4) Trends in wholesaling.

Total No. of Questions—7]

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[5368]-25

M.M.M. (II Sem.) EXAMINATION, 2018

MARKET RESEARCH

(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What are the objectives importance and limitations of market research ?
2. Explain various methods of collecting primary data.
3. Which sampling techniques will you suggest for the following research :
“A marketing manager wants to know what people think about its newly launched product’s advertisement’. She puts together a survey to ask people about the advertise. But whom should she give the Survey to ? She wants her research to people overage of 18 years, but it is not possible for her to give the survey to every adult.
4. Explain the sources of collection of marketing data.
5. What is probability and non-probability sampling ? Explain any *two* techniques of each type.

P.T.O.

6. Which research design you suggest and why to investigate the negative emotions on buying intention after a failed service encounters in case of mobile phone buyers ?
7. Write short notes on (any *two*) :
- (a) National readership survey
 - (b) Retail store audit
 - (c) Consumer penals
 - (d) Test marketing.

Total No. of Questions—7]

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[5368]-26

M.M.M. (II Sem.) EXAMINATION, 2018

RELATIONSHIP MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Discuss how relationship marketing is different from traditional marketing.
2. What is the contribution of relationship approach to the distribution function ?
3. Elaborate on the role of information technology in building, maintaining and enhancing relationship.
4. Discuss the various levels of Customer Profitability Analysis.
5. Discuss the relevance of Customer Relationship Marketing in Indian Environment with illustration.

P.T.O.

6. “CRM is gaining importance in marketing due to growth in services marketing.” Discuss with examples.
7. Write short notes on (any *two*) :
- (a) Partnering
 - (b) Mass Customisation
 - (c) Customer Profitability Analysis
 - (d) Customer Life Cycle.

Total No. of Questions—6]

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[5368]-31

M.M.M. (III Sem.) EXAMINATION, 2018

301 : INTERNATIONAL MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Question No. 6 is compulsory. (22 marks)

(ii) Attempt any *three* questions out of remaining questions.
(16 marks each)

1. Explain various market entry strategies along with their merits and demerits.
2. 'Global marketing environment affects International Marketing'. Do you agree ? Justify your answer by giving suitable examples.
3. Explain various factors influencing International Pricing. Discuss various International Pricing strategies.
4. What are the objectives of International Marketing ? Point out challenges and opportunities in International Marketing.
5. Write short notes on (any *two*) :
 - (a) Global Advertising
 - (b) Process of International Marketing Research
 - (c) International Product Life Cycle
 - (d) Underlying Forces of International Marketing.

P.T.O.

6. Case Study :

The 'Sugandhi' incenses is a tiny unit located in Mysore, manufacturing and selling agarbathies. It is owned and managed by Mr. Reddy who has had only high school education. Through lot of experiments Mr. Reddy developed a blend of incense which was introduced initially as brand 'Bhagya'. Labelling was done in Kannada and English. 'Bhagya' clicked well in the market as its price was a bit lower than the other popular brands in the market. Encouraged by its success in Mysore, the sale of 'Bhagya' was extended to all over Karnataka. Recently, Mr. Shyam, son of Mr. Reddy, who completed his M.M.M. Course joined the business. On his advice 'Sugandhi' introduced a premium brand 'Sowbhagya'. Instead of a rectangular package of 'Bhagya', a tubular package was used for 'Sowbhagya'. The new brand also got good response from the market.

As a birthday presentation, Mr. Reddy sent 100 packets each of 'Bhagya' and 'Sowbhagya' to his good friend Mr. Nazeer, who was working in Saudi Arabia. Two months later Mr. Reddy got a letter of Mr. Nazeer. Mr. Nazeer distributed most of the agarbathies amongst his friends in Saudi Arabia. He received good feedback from his friends about both the brands of agarbathies. But some friends of Mr. Nazeer found it difficult to pronounce and remember the brand names 'Bhagya' and 'Sowbhagya'.

Mr. Nazeer suggested that Mr. Reddy could think of entering foreign market. Mr. Reddy and his son Mr. Shyam got excited about selling their products in foreign market. Mr. Shyam initiated a process of developing International Marketing Plan.

Questions :

- (a) Suggest suitable foreign market entry strategy for 'Sugandhi' company.
- (b) Suggest product strategy including Brand, packaging and labelling for the overseas market.
- (c) Design suitable distribution channel for 'Sugandhi' company for International Marketing.

Total No. of Questions—7]

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[5368]-32

M.M.M. (Semester-III) EXAMINATION, 2018

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. What do you understand by Breach of Contract ? What are the remedies for the same ?
2. Explain the nature of contract of sale of goods, also define the term 'goods' and state different types of goods.
3. Explain the procedure and effects of registration of Trade Marks under the Trade Marks Act.
4. Explain the term Digital Signature and Electronic Governance under IT Act, 2000.
5. Explain the term "Consumer" and also state procedure of consumer redressal agencies.
6. What is meant by crossing of cheque ? Also explain rights of true owner and penalties in case of dishonour of cheque.

P.T.O.

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

(i) Contract of Agency

(ii) Objectives and Importance of Vat

(iii) Patents and Copyright

(iv) National Commission under Consumer Protection Act

(v) Unpaid Seller.

Total No. of Questions—8]

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[5368]-33

M.M.M. (Third Semester) EXAMINATION, 2018

303 : FINANCIAL SERVICES MARKETING

(2008 Pattern)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What is venture capital ? Explain problems faced by venture capitalist in India.
2. Explain banking structure in India and impact of technology on Bank Marketing.
3. Define financial services. Explain function and features of financial services.
4. Discuss the factors to be considered in analysing mutual fund.
5. Explain financial planning process and strategies adopted to cover risk by insurance companies.
6. Explain the bread and butter services provided by merchant banker.

P.T.O.

7. What is Insurance ? Discuss various types of insurance available in the market.
8. Write short notes on (any *two*) :
- (a) IRDA
 - (b) AMFI
 - (c) Mutual Fund
 - (d) Retail Bank

Total No. of Questions—7]

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[5368]-34

M.M.M. (Semester III) EXAMINATION, 2018

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. Explain and discuss the concept of “Integrated Marketing Communications” with suitable examples.
2. Suggest suitable sales promotion schemes for the following :
 - (a) Washing powder used for clothes
 - (b) Sports Bike.
3. Discuss the advantages and disadvantages of different types of Media used for advertising.
4. Discuss the organisational structure of an Advertising Agency and explain the role played by various departments.
5. What are the factors affecting Advertising Budget ? Discuss any *two* appropriation methods used for advertising budget.

P.T.O.

6. Explain the concept of 'Event Management'. Discuss the different opportunities and challenges in event management.
7. Write short notes on (any *two*) :
- (a) Evaluation of advertising copy
 - (b) Celebrity endorsement
 - (c) Personal selling as a tool for communication in Industrial Marketing
 - (d) Reach and Frequency.

Total No. of Questions—7]

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[5368]-35

M.M.M. (Semester-III) EXAMINATION, 2018
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. Define the term Retailer. Explain store based retailing with suitable examples.
2. Define merchandising. Elaborate the steps in merchandising planning.
3. What are the factors that a retailer needs to take into account while choosing a location for a retail store ?
4. Discuss the duties and responsibilities of a retail store manager in today's competitive era.
5. Critically explain the components of a typical supply chain.
6. What do you understand by Retail Marketing Mix ? Discuss the role of pricing in retail marketing mix.

P.T.O.

7. Write short notes (any *two*) :
- (i) Importance of CRM in retail
 - (ii) Franchising
 - (iii) Shoplifting.

Total No. of Questions—7]

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[5368]-41

M.M.M. (Sem. IV) EXAMINATION, 2018

401 : BRAND MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Define Product. Explain the following concepts :
 - (a) Product levels
 - (b) Product classification.
2. Describe the new product development process for any eco-labelled product.
3. What do you understand by Brand Extension ? Discuss the advantages and disadvantages of brand extension.
4. Explain the process of establishing a brand equity management system.
5. 'Co-branding is a strategic approach'. Do you agree ? Enumerate and explain the types of co-branding.

P.T.O.

6. Discuss various brand positioning strategies.

7. Write short notes on (any *two*) :
 - (a) Qualitative methods of sales forecasting
 - (b) Product strategy over the life cycle
 - (c) Brand hierarchy
 - (d) Managing brand over time.

Total No. of Questions—7]

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[5368]-42

M.M.M. (IV Semester) EXAMINATION, 2018

STRATEGIC MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. “Corporate vision, mission and objectives influence strategic marketing.”
Discuss.
2. Explain the application of strategic marketing to industrial sector.
3. Explain how Mckinsey’s 7’s framework can be used for analyzing and improving organisational effectiveness.
4. Explain new product development process and introduction strategies.
5. Design a suitable marketing strategy for Ladies shoes making necessary Assumptions.

P.T.O.

6. Define strategy. Explain the concept and objectives of strategic marketing management.
7. Write short notes on (any *two*) :
- (1) SWOT analysis
 - (2) BCG matrix
 - (3) Marketing strategies for Rural marketing
 - (4) Branding strategies in FMCG market.

Total No. of Questions—7]

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[5368]-43

M.M.M. (IV Semester) EXAMINATION, 2018

403 : EXPORT DOCUMENTATION AND FOREX MANAGEMENT
(2008 PATTERN)

Time : 3 Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What foreign exchange facilities are provided by EXIM base and RBI to exporter ?
2. Recently Indian rupee fall down against USD. How this situation is managed by Indian exporter ?
3. What institutional supports are provided to exporter by Govt/semi-Govt/Autonomous organ ?
4. For exports how pre-shipment, post-shipment and EXIM base, finance ?
5. Explain the following documents :
 - (a) Manufactures's certificate
 - (b) Shipping advice
 - (c) Customs invoice
 - (d) Weight note

P.T.O.

- (e) certified invoice
 - (f) Antiquity certificate
 - (g) Bill on exchange.
6. What are preliminaries carried out for starting exports for registration on exports and appointing overseas agents.
7. What strategies you will adopt for export for the following products :
- (a) F.H.P. motors.
 - (b) Marie Biscuits.

Total No. of Questions—7]

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[5368]-44

M.M.M. (IV Sem.) EXAMINATION, 2018

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.

- Q.1 Define Direct Marketing. Explain concept, growth, benefits and limitations of it.
- Q.2 Describe increasing use of web-based retailing against company showrooms or factory outlets with examples.
- Q.3 Technology enables Direct & Interactive Marketing. Comment.
- Q.4 Discuss the role of brands and personalized marketing communications in integrating direct marketing media.
- Q.5 Explain the technology mediated marketing channels:
(i) Mobile and SMS
(ii) Digital Marketing
- Q.6 Direct mailing and e-mailing helps in wide coverage of the market. Discuss.
- Q.7 Write short notes (any 2)
(a) Data Protection and Privacy
(b) Kiosk Marketing
(c) e-CRM

Total No. of Questions—7]

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[5368]-45

**M.M.M. (Semester IV) EXAMINATION, 2018
INDUSTRIAL MARKETING
(2008 PATTERN)**

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Q. No. 1 is compulsory.

(ii) Attempt any *four* from the remaining.

(iii) *All* questions carry equal marks.

Q.1) What are the major characteristics that distinguish industrial marketing from consumer marketing?

Q.2) "Government institution are the largest industrial customers in any industrial market" Explain.

Q.3) What do you understand by the term Reseller's Market? What are the typical characteristics of this Market?

Q.4) Discuss with the help of suitable examples the difference between the Buying Decision Process of Industrial Buying and Consumer Buying.

Q.5) Explain in detail various determinants/factors in Pricing of Industrial Products.

Q.6) How can the industrial marketing manager make use of the changing technology to increase the industrial firm market offering?

Q.7) Write short notes: (Any Two)

(a) Industrial Marketing Environment

(b) Vendor Analysis

(c) Industrial Middlemen

(d) Industrial Market Segmentation

Total No. of Questions—7]

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M.M.M. (Sem. IV) EXAMINATION, 2018
406 : RURAL AND AGRICULTURAL MARKETING
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Discuss any *two* emerging branches of Agribusiness. Also comment on export potential for farm products.
2. “Rural market in India offers tremendous opportunities for the domestic as well as global marketers.” Comment. Also discuss the challenges in Rural Marketing.
3. Comment on the role of Agriculture in Economic Development of India. Do you think Government’s Intervention is desirable ?
4. Design a marketing mix for the following products to be launched in Rural Market (Clearly mention assumptions) :
 - (a) Cotton Garments
 - (b) Table Fan
 - (c) Toothpaste.
5. “Though cooperative sector’s growth is slow, it is essential in India.” Do you agree ? Also give history and functions performed by Cooperative sector.

P.T.O.

6. What changes are desired while designing the distribution channels for rural and urban markets ? Also explain any *two* innovative distribution channels used in rural markets.
7. Write short notes on (any *two*) :
- (a) Advantages and limitations of Organized Retailing
 - (b) Difference in Agricultural and Consumer Marketing
 - (c) Recruitment of Human Resources in Agri-marketing.