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[5368]-101

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

101 : BASICS OF MARKETING

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

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

(ii) Each question has an internal option within the question.

(iii) Each question carries 10 marks.

1. Explain in detail company's orientation towards market place. Highlight with examples. [10]

Or

What is services ? Evaluate the importance of marketing in services and its future in Indian perspective. [10]

2. What is marketing planning ? As a manager, how will you use marketing mix for effective marketing planning ? [10]

Or

Analyse the needs and trends in the changing marketing environment for manufacturing sector. [10]

3. Explain how different parameters affect the buying behaviour of customers ? [10]

P.T.O.

Or

What is target marketing and segmentation ? Evaluate segmentation and target marketing for any *two* products of your choice. [10]

4. Why does new product fail ? How the concepts of product development and test marketing is applied in launching of new product ? [10]

Or

Write short notes on :

(a) Branding [5]

(b) Packaging [5]

5. What is sales promotion ? Differentiate between consumer promotion and trade promotion. [10]

Or

Write short notes on :

(a) Pricing methods

(b) Personal selling.

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[5368]-102

M.M.M. (Semester-I) EXAMINATION, 2018
ACCOUNTING FOR BUSINESS DECISION
(2013 PATTERN)

Time : 2 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) Use of simple calculator is permitted.

1. (a) What do you mean by Financial Statements ? Describe various qualitative characteristics of Ideal Financial Statements.

Or

- (b) A company's Financial Statements contain the following information :

Particulars	2011 (Rs)	2012 (Rs)
Cash	2,00,000	1,60,000
Sundry Debtors	3,20,000	4,00,000
Temporary Investment	2,00,000	3,20,000
Stock	18,40,000	21,60,000
Prepaid Expenses	28,000	12,000
Total Current Assets	25,88,000	30,52,000
Total Assets	56,00,000	64,00,000

P.T.O.

Current Liabilities	6,40,000	8,00,000
Loans	16,00,000	16,00,000
Capital	20,00,000	20,00,000
Retained Earnings	4,68,000	8,12,000

Statement of Profit for the current year

Particulars	Amount (Rs.)
Sales	40,00,000
<i>Less</i> : Cost of Goods Sold	28,00,000
<i>Less</i> : Interest	1,60,000
Net Profit	10,40,000
<i>Less</i> : Taxes @ 50%	5,20,000
Profit After Tax	5,20,000
Profit distributed	2,20,000

From the above information calculate for 2012 :

- (a) Current Ratio
- (b) Debt Equity Ratio
- (c) Net Profit Ratio
- (d) Return on Total Assets
- (e) Debtors Turnover.

2. (A) Define Management Accounting. Explain the scope of Management Accounting.

Or

- (B) In what way Financial Accounting differs from Management Accounting ?

3. (A) The following information is available in respect of a product :

Fixed Cost	Rs. 21,000
Variable Cost	Rs. 2 per unit
Selling price	Rs. 5 per unit

If the company is earning a profit of Rs. 30,000 express Break even sales and Margin of safety available to it.

Or

- (B) The following data is given available for two products A and B :

Particulars	Product A (Rs.)	Product B (Rs.)
Direct Material	24.00	14.00
Direct Labour @ Rs. 3 per hour	6.00	9.00
Variable overheads @ Rs. 4 per hour	8.00	12.00
Selling Price	100	110
Standard Time	2 hours	3 hours

State which product you would recommend to manufacture when :

- (1) Labour time is the key factor
 - (2) Sales value is the key factor.
4. (A) Prepare a sales budget from the following information for the month of December.

Budgeted Sales

Week	Product A (units)	Product B (units)	Product C (units)
1st	5000	2500	3000
2nd	6000	4500	Nil
3rd	3000	500	Nil
4th	7500	Nil	2500
Selling Price	Rs. 300 per unit	Rs. 180 per unit	Rs. 240 per unit

Since there are no sales anticipated of product C in 2nd and 3rd week and of B in 4th week. It was decided to promote the sales of these product on special drive and the sales expected were :

Product B	4th Week	2000 units
Product C	2nd Week	1000 units
	3rd Week	750 units

Or

(B) The income and expenditure forecast for the month of March to August 2013 are given as follows :

(Amount in Rs.)

Month	Sales	Purchases	Wages	Mig. Exp	Office Exp	Selling Exp
March	60,000	36,000	9,000	3,500	2,000	4,000
April	62,000	38,000	8,000	3,750	1,500	5,000

May	64,000	33,000	10,000	4,000	2,500	4,500
June	58,000	35,000	8,500	3,750	2,000	3,500
July	56,000	39,000	9,500	5,000	1,000	3,500
August	60,000	34,000	8,000	5,200	1,500	4,500

Additional information :

- (1) Plant costing Rs. 16,000 is due for delivery in July payable 10% on delivery and the balance after 3 months.
- (2) Advance tax of Rs. 8,000 is payable in March and June each.
- (3) Creditors allow 2 months credit and debtors are paying one month late. Lag of one month in expenses.
- (4) Opening balance of Cash Rs. 8,000.

Prepare a Cash Budget for the month May to July.

5. (A) The following data relates of two products X and Y.

Product	Budget		Actual	
	Qty (unit)	Price (Rs)	Qty (unit)	Price (Rs.)
X	1000	5.00	1200	6.00
Y	1500	10.00	1400	9.00
Total	2500			

Calculate :

- (a) Sales Value Variance
- (b) Sales Price Variance
- (c) Sales Volume Variance

Or

- (B) Define Standard Costing. Explain in detail advantages of Standard Costing.

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[5368]-103

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

103 : ECONOMIC ANALYSIS FOR BUSINESS DECISION

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *All* questions.

(ii) *All* questions carry equal marks. (10 marks each).

1. Explain the nature, scope and significance of firms for supporting the business decisions.

Or

Explain different thoughts of different economists supporting economic analysis for business decision.

2. What is demand ? Explain the factors and determinants of demand with example.

Or

What is demand forecasting ? Explain the factors of demand forecasting to establish a new product in the market with an example.

3. Elaborate cost concept. Explain different types of costs.

Or

What is elasticity of supply ? Explain the factors determining elasticity of supply.

P.T.O.

4. What is pricing strategies ? Explain the types of pricing practices for business decision specially for existing product.

Or

What is market structure ? Explain types of it in brief with their features.

5. Explain the factors of external environment of the firm for business decision.

Or

Elaborate economic cycle and inflation and their impact on the operation of firm.

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[5368]-104

M.M.M. (I Sem.) EXAMINATION, 2018
104 : BUSINESS RESEARCH METHODS
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

1. What is research ? Explain its 'objectives' and 'limitations'. [10]

Or

Explain 'Explorative' research design.

2. Illustrate the various steps of research process. [10]

Or

Define 'Hypothesis'. Explain the formulation of Hypothesis.

3. Define 'Sample' 'Universe' and 'Sampling Methods'. [10]

Or

Explain the types of 'Probability' and 'Non-probability' sampling methods.

4. What is the meaning of 'Data-collection' ? Describe the different sources of secondary data. [10]

Or

What is 'Questionnaire' ? Explain the 'Interview' methods to collect the data.

P.T.O.

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

[10]

- (i) Data editing
- (ii) Coding the data
- (iii) Tabulation of data
- (iv) Graphical presentation.

Or

What is the concept of 'Report-writing' ? Explain the 'Layout' of report writing.

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[5368]-105

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

105 : ORGANIZATIONAL BEHAVIOUR

(2013 PATTERN)

Time : Two 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 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 calculator is permitted (as applicable).

1. (A) Define the term O.B. and various approaches to the study
of O.B. [10]

Or

- (B) Explain the following statement :
“People influence organizations and organizations influence
people.” [10]

2. (A) Define personality and discuss in detail the determinants of
personality. [10]

P.T.O.

Or

- (B) Write short notes on : [10]
(a) Introversion
(b) Johari Window.

3. (A) Compare and contrast Maslow's Need Hierarchy Theory with Herzberg's Two Factor Theory of Motivation. [10]

Or

- (B) Assume you are working as a manager in any organization and morale of employees is very low. Give suitable suggestions for improving morale of the employees. [10]

4. (A) Distinguish between 'group' and 'team'. Discuss *five-stage* model of group development. [10]

Or

- (B) Define conflict. What are the ways for managing conflicts in the organization ? [10]

5. (A) Define stress and give various causes of stress. [10]

Or

- (B) Describe concept of Change. Discuss in detail the various internal causes of change. [10]

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[5368]-106

M.B.A./M.M.M. Marketing Management (I Semester) EXAMINATION, 2018

106 : BUSINESS COMMUNICATION

(2015 PATTERN)

Time : 2.30 Hours

Maximum Marks : 50

N.B. :— (i) There are *five* questions each of 10 marks.

(ii) *All* questions are compulsory with internal choice.

1. Define Communication. Explain the barriers to effective communication. [10]

Or

Explain the principles of Business Communication. State how to overcome the barriers of communication.

2. Suggest the ways to reduce the paper in business organizations. Give examples to support your answer. [10]

Or

Describe the role of electronics media in communication with suitable examples.

3. What is Minutes ? State its contents ? Explain the statutory provisions regarding minutes. [10]

P.T.O.

Or

Explain the structure of business letter. Give details of any *five* parts of a letter with examples wherever necessary.

4. What are the types of non-verbal communications ? Explain the principles of non-Verbal communication. [10]

Or

What is Listening ? State the principles and various types of Listening.

5. List and explain the steps involved in solving a case study.[10]

Or

Why 'Case Study' is considered as a effective tool of learning ? Explain with suitable examples.

Total No. of Questions—5]

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[5368]-107

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

108 : MANAGEMENT FUNDAMENTALS

(2013 Pattern)

Time : 2½ Hours

Maximum Marks : 50

NB.:—(i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries 10 marks.

1. (a) What does one understand by the term Management ? Give its significance. [10]

Or

(b) What is Strategic Management ? Discuss its process and purpose. [10]

2. (a) What are the current issues faced by management under globalization ? [10]

Or

(b) Discuss Management Innovation in detail. [10]

3. (a) Mention any two classical theories of management in detail. [10]

Or

(b) Discuss the modern management concepts given by Peter Drucker. [10]

P.T.O.

4. (a) Planning is one of the important functions of management. Discuss. [10]

Or

- (b) Give the nature & importance of staffing function. Discuss the types of recruitment & selection. [10]
5. (a) Define decision making. Discuss the steps involved in this process. [10]
- (b) What are the various constraints involved in decision making ? [10]

Total No. of Questions—5]

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[5368]-201

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

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.

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

(vi) Support your answer with suitable live example.

(vii) Neat diagram must be drawn wherever necessary.

1. (A) What is marketing organization ? Define product focused and market focused organization. [10]

(B) Classify FMCE products. Elaborate on growth strategies. [10]

2. (A) Discuss on the following product line decisions—Line modification, Line stretching Upward, Downward stretch and twoway stretch. [10]

(B) Explain in brief elements of product strategy. [10]

P.T.O.

3. (A) Elaborate the various stages of product life cycle with examples. [10]
- (B) Define new product. What are the factors for new product success ? [10]
4. (A) Discuss in brief types of product life cycles. [10]
- (B) Explain how to prevent new product failure. [10]
5. (A) Explain the following informational product strategies—Product extension and product adoption. [10]
- (B) Discuss in brief international product development process. [10]

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[5368]-202

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

202 : SALES 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.

1. Explain meaning and scope of Sales Management. Also discuss importance of Sales Research.

Or

Why do company go for sales forecasting ? What are the different methods of sales forecasting ?

2. Explain personal selling strategy in detail.

Or

Explain sales related Marketing Policies in detail.

3. Sales organisation plays major role in the market. Explain with suitable example.

Or

How does sales department co-ordinate with distribution in order to get best results.

P.T.O.

4. Explain procedure of sales Quota in detail with suitable example.

Or

What are the reasons for establishing and revisions of sales territory ?

5. Why do you require evaluation and supervision of standard of performance of sales personal ?

Or

What are the types of sales meeting ?

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[5368]-203

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

203 : MARKETING RESEARCH

(2013 PATTERN)

Time : 2.30 Hours

Maximum Marks : 50

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

(ii) Each question has an internal option within the question.

(iii) Each question carries 10 marks.

1. The purpose of marketing research is to provide information to assist marketing managers to make better decisions". Elaborate the statement with regard to nature and scope of marketing research in dynamic business scenario. [10]

Or

Explain with suitable example various types of research conducted in the field of marketing. [10]

2. Explain in detail various market research techniques and their applications in business sector. [10]

Or

Write brief notes on any *two* of the following : [5 each]

(a) National Readership Survey

(b) Test Marketing.

(c) Retail Store Audit.

P.T.O.

3. “Questionnaire is an instrument that can fetch the researcher the most valuable information”. Explain the role and importance of accurate questionnaire in marketing research at the back drop of the statement made above. [10]

Or

What are the preliminary decisions that must be made before a questionnaire can be constructed ?

4. Explain the application of *one* of the following statistical tools in research process : [10]
- (a) Descriptive and inference statistics.
 - (b) Chi-square test
 - (c) Regression.

Or

What is meant by ‘Hypothesis Testing ?’ Which statistical tools are applied in testing hypotheses ? [10]

5. Explain the types of steps involved in writing an effective research report. [10]

Or

“Computer aid plays a vital role in undergoing market of research process in a systematic manner”. Justify.

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[5368]-204

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

204 : INTEGRATED MARKETING COMMUNICATIONS-I
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.
(ii) Each question carries 10 marks.

1. Describe Integrated Marketing Communication. Briefly explain the ATL, BTL and TTL marketing with suitable examples.

OR

You are the newly appointed Marketing Communications Manager for a Mall. How you will implement AIDA and Hierarchy of Effect Model for marketing and advertising?

2. Discuss in detail structure, role and services offered by an advertising agency with suitable example.

OR

What important factors should be considered in market analysis while developing a media plan? Explain with an example.

3. How publicity is different from other promotional tools of marketing? Explain in details with an example.

OR

Explain in detail promotional tools of Integrated Marketing Communications.

P.T.O.

4. What is Ambush advertising and Surrogate advertising? Write its advantages and disadvantages.

OR

Elaborate Product placement on television and Film Based Merchandising in IMC.

5. Write short notes on any Two.
- a) Behavioral Evaluations.
 - b) Methods for Measurement of Advertising effectiveness.
 - c) Evaluating PR activity.

OR

Write short notes on any Two.

- a) Need & Significance of IMC evaluation and control.
- b) Message Evaluation
- c) Evaluating overall IMC programme.

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[5368]-205

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

205 : SERVICES MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.
(ii) All questions carry equal marks.

1. (A) Differentiate between product marketing and service marketing.
Justify your answer with suitable example.

Or

(B) Discuss the difference between goods and services. What are the unique features of services that make marketing of services challenging ?

2. (A) Elaborate the major factors involved in pricing service product.

Or

(B) What are the differences in promotional techniques used for marketing of goods and services ? Give suitable example.

3. (A) “Process is the important P in 7 P’s in service business.”
Elaborate.

Or

(B) Explain the importance of physical evidence in service marketing.
Give suitable example.

P.T.O.

4. (A) What is customer satisfaction and customer delight ? How is customer satisfaction measured ?

Or

(B) How important is handling of customer complaints to ensure customer satisfaction ? Explain with suitable examples.

5. (A) Discuss in detail the SERVQUAL model of service quality.

Or

(B) What are the *five* different gaps identified in GAP model of service quality development by Parasuraman, Ziethaml and Bitner (PZB) ?

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[5368]-206

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

206 : RETAIL MARKETING

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

(vi) Support your answers with suitable live examples.

Q.1 a) Explain the concept of retail marketing? What challenges do companies face while retailing globally?

OR

b) “Retail Marketing plays a significant role in the development of Indian Economy.” Comment the statement and explain its importance.

Q. 2 a) What do you mean by store layout? Discuss its types. Suggest appropriate store layout for book store.

OR

b) Explain the concept of Retail Location. What are the various factors affecting retail location decisions?

3. (a) Define Merchandise Management. Explain the process of Merchandise Planning with suitable diagram & examples.

OR

(b) Discuss the concept of retail pricing. Write a short note on i. Determining the price & ii. Retail price adjustments

P.T.O.

4. (a) Explain the concept of retail communication mix. Discuss on Market based and store based promotion mix.

OR

b) Define Visual Merchandising. Elaborate on Visual Merchandising as a retail communication tool. Quote suitable example.

Q. 5 a) Define Supply Chain Management. Explain the concept Integrated retail supply chain management with suitable examples.

OR

b) "In today's scenario Information Technology plays a vital role in store management" Comment with example.

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[5368]-207

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

207 : CONSUMER BEHAVIOUR

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. (a) What do you mean by social class ? Explain the effect of social class on Lifestyle in detail. [10]

Or

(b) Explain influence of culture on consumer behaviour of the following products : [10]

(i) Mobile phones

(ii) Clothing.

2. (a) Write short notes on (any two) : [10]

(i) Types of Buying motives

(ii) Maslow's theory of motivation

(iii) Attitudes.

P.T.O.

Or

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

(i) Tennis racket by professional Tennis player

(ii) Tennis racket by common man as a leisure activity

3. (a) Write short notes on (any *two*) : [10]

(i) Purchasing pattern

(ii) Customer delight

(iii) Store purchasing process

Or

(b) Define types and sources of information that would be required for purchasing the following : [10]

(i) Sports Bike

(ii) Laptop.

4. (a) Explain Engel Blackwell model with example. What are limitations of this model ? [10]

Or

(b) Using Howard Sheth explain process of decision-making for consumer who wants to purchase new iphone to watch grand finale of IPL. [10]

5. (a) Write short notes on (any *two*) : [10]

(i) LSM

(ii) BOP Consumer

(iii) Social Economic Classes.

Or

(b) Explain how companies cater to the needs of BOP consumers for the following products : [10]

(i) Soap

(ii) Health insurance.

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[5368]-301

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

301 : CUSTOMER RELATIONSHIP MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Question number 5 is compulsory.

(ii) All questions carry equal marks.

1. Differentiate between Marketing and CRM. Discuss types of CRM.

[10]

Or

State the meaning of CRM. Discuss the evaluation of CRM.

2. What is e-CRM ? How is it implemented ?

[10]

Or

Explain in detail Customer data Management.

Or

3. What are the strategies followed by companies for developing CRM.

[10]

Or

Comment on : Implementing CRM strategies.

P.T.O.

4. Comment on Customer Metrics. Explain its types. [10]

Or

Write in detail frequency Monetary Value Model (RFM).

5. Write short notes on (any *two*) : [10]

(a) Customer loyalty

(b) Customer satisfaction

(c) Customer life cycle.

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[5368]-302

M.M.M. (Semester-III) EXAMINATION, 2018
302 : STRATEGIC MARKETING MANAGEMENT
(2013 PATTERN)

Time : 2.30 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 side indicate full marks.
 - (vi) Your answer should be specific and to the point.
 - (vii) Support your answers with suitable live examples.

1. (a) What do you mean by strategic Decision Making ? What are the various approaches to Strategic Decision Making ? Quote suitable examples. [10]

Or

- (b) Define strategy and strategic marketing. Explain the strategic management process with suitable example. [10]
2. (a) Describe the components of marketing environmental analysis. How does it affect in developing marketing strategy of any product ? [10]

P.T.O.

Or

(b) How marketing strategy can become a competitive advantage for an organization ? Differentiate between corporate strategy and marketing strategy with suitable example. [10]

3. (a) How McKinsey's 7S framework helps in analyzing and improving organizational effectiveness ? Explain with suitable example. [10]

Or

(b) What do you mean by marketing strategy formulation ? Explain GE-9 cell model and Porter's five forces model of competition with examples. [10]

4. (a) "The trend of marketing has been changed by implementing technological revolution and online marketing." Comment on the statement using the example. [10]

Or

(b) Define Branding. Developing brand is much more difficult than developing a product. Comment and justify your answer with suitable example. [10]

5. (a) What is the process of Marketing Control ? Elaborate on various types of marketing evaluation and control process. [10]

Or

(b) Define marketing Audit. What are the features of Marketing Audit ? Explain the components of Marketing Audit. [10]

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[5368]-303

MMM (III Sem.) EXAMINATION, 2018
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. Describe the following concepts. Illustrate your answer with suitable examples :

(a) Heritage Brands

(b) Power Brands.

Or

Define Brand. Explain challenges and opportunities in Branding.

2. Explain 3 Cs of positioning and various Positioning Strategies.

Or

“Establishing Brand Positioning is a challenging task.” Comment with suitable illustrations.

3. Discuss different options for brand elements. Justify with suitable example.

Or

Describe the following terms :

(i) Co-branding

(ii) Celebrity endorsement.

P.T.O.

4. Explain various techniques for measuring and interpreting Brand Performance.

Or

Write short notes on (any *two*) :

- (i) Index model of Brand Equity
 - (ii) Brandz model of Brand Equity
 - (iii) Aaker model of Brand Equity.
5. Explain how a brand can be managed over time by using Brand Revitalization and Rebranding techniques. Support your answer with examples.

Or

Design a brand strategy for (any *one*) :

- (i) Body deodorant
- (ii) 4G Mobile.

Total No. of Questions—5]

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[5368]-304

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

304 : GLOBAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Q. No. 5 is compulsory.

1. Describe in brief overview of Global Marketing environment. [10]

Or

What are the factors that seem to drive the globalization of automobile industry and write note on opportunities of automobile industry in global markets.

2. Comment on “Domestic Vs. Global Marketing. [10]

Or

Explain socio-cultural environment in global marketing and its impact on it.

3. What are the reasons why entry the Japanese market is so expensive. [10]

Or

Briefly review how the main tools of sales promotion can be used in global markets. What issues and problems can arise in different country markets ?

P.T.O.

4. In what ways can global brands and global advertising campaigns benefits a company ? [10]

Or

Explain in brief Micro and Macro segmentation in global marketing.

5. Write short notes on (any *two*) : [10]

- (1) Transfer Pricing
- (2) Domestic Packaging Vs. Export Packaging
- (3) Publicity and PR.

Total No. of Questions—5]

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[5368]-305

M.M.M. (Semester-III) EXAMINATION, 2018
305 : MARKETING OF FINANCIAL SERVICES
(2013 PATTERN)

Time : 2.30 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 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 answers.

1. (A) Explain the importance of fee-based services and describe various types of fee-based services. [10]

Or

(B) Explain the different types of retail banking products. [10]

2. (A) What is the meaning of investment ? Differentiate between investment, gambling and speculation. [10]

Or

(B) Explain the investor life cycle in detail. [5]

What is return ? Explain expected rate of return. [5]

3. (A) Explain roles and functions of financial services regulators like RBI and IRDA. P.T. [10]

Or

- (B) What is complaints and grievances redressal mechanism ? Explain any *two* in detail. [10]
4. (A) What is 'Internet Banking' ? Explain the benefits of Internet Banking. [10]

Or

- (B) What are the mutual fund distribution channels ? Write down difference between Independent Vs Tied channels. [10]
5. (A) What are the various emerging forms of new distribution channels ? Explain any *two* in detail. [10]

Or

- (B) Explain global trends in financial services. [10]

Total No. of Questions—5]

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[5368]-306

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

306 : INTEGRATED MARKETING COMMUNICATION-II

(2013 PATTERN)

Time : 2.30 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/
subquestion.
 - (v) Your answer 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) Explain Consumer Oriented Sales Promotion and trade oriented sales promotion with suitable examples. [10]

Or

- (B) Explain Pull and Push strategies with the help of suitable examples. [10]

2. (A) Discuss briefly the advantages and disadvantages of direct marketing. [10]

P.T.O.

Or

(B) What are the essential elements of Direct Marketing ?[10]

3. (A) What is E-commerce ? Discuss security issues related to E-commerce. [10]

Or

(B) Write short notes on : [10]

- (1) Search Engine Optimization
- (2) Banner Advertising.

4. (A) Explain the role of public relations in Crisis Management.[10]

Or

(B) Explain in detail implementation process of public relation (PR) programme. [10]

5. (A) Explain new media and new techniques of unconventional promotional media. [10]

Or

(B) Write short notes on : [10]

- (1) Sports Marketing
- (2) Van promotion.

Total No. of Questions—5]

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[5368]-307

MMM (Third Semester) EXAMINATION, 2018

307 : BUSINESS ENVIRONMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Answer *five* questions.

(ii) *All* questions carry equal marks.

1. What is the concept of the 'Business Environment' ? Explain its nature and Scope in modern Business.

Or

Explain 'Economic Environment' of Business.

2. Define sectoral Reform. Explain sectoral Reform in India from Agriculture to service sector.

Or

Discuss Private Sector in post liberalised economy.

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

- (a) FEMA
(b) EXIM Policy
(c) Fiscal Policy of India
(d) Competition Act and Reforms.

P.T.O.

Or

What is Economic planning ? Explain impart of Economic planning in economic growth of India.

4. Explain the international business and its Environment.

Or

Impact of Global recession on emerging market (BRICS).

5. Explain the roles and responsibilities of world bank and their impact on economics.

Or

Explain the Rules and Responsibilities of IMF and their impact on economics.

Total No. of Questions—5]

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[5368]-401

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

401 : SUPPLY CHAIN MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has an internal option.

1. (a) Explain the meaning and objectives of supply chain management. [10]

Or

(b) 'Transportation plays a key role in supply chain management'. Discuss with suitable examples. [10]

2. (a) Explain various costs associated with inventory. [10]

Or

(b) Explain different decisions involved in warehousing. [10]

3. (a) What are the considerations in planning supply chain of : [10]

(i) Bakery products

(ii) Laptops.

Or

(b) Explain centralised and decentralised supply chains. [10]

P.T.O.

4. (a) Write short notes on : [10]
(i) Hub and spoke model
(ii) Carrier selection.

Or

- (b) Explain various distribution cost components. [10]

5. (a) Explain role of IT in supply chain management. [10]

Or

- (b) What is outsourcing ? Explain its importance in the globalised economy. [10]

Total No. of Questions—5]

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[5368]-402

M.M.M. (Sem. IV) EXAMINATION, 2018
402 : SOCIAL MARKETING
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has an internal option.

1. (a) Explain the concept of social marketing mix in detail along with an example.

Or

(b) Define the terms commercial marketing, social marketing and also differentiate between these terms.

2. (a) Explain qualitative and quantitative research along with examples. Also differentiate between them.

Or

(b) Explain with example the strategy development plan in social marketing. Also explain the contribution of segmentation and targetting to strategy development plan for social marketing.

3. (a) Creative exemptions help in message development. Explain with an example.

Or

(b) What are the different pretesting principles and how they contribute to the development of message ?

P.T.O.

4. (a) Different publicity medias help in generating publicity and developing an implementation plan. Elaborate.

Or

- (b) Write short notes on :
- (i) WOM Marketing
 - (ii) PRCEDE-PROCEED Model
 - (iii) Viral Marketing.

5. (a) Explain in detail different monitoring and evaluation methods with examples.

Or

- (b) Explain in detail the ethical issues in social marketing along with examples for evaluation and feedback.

Total No. of Questions—5]

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[5368]-403

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

403 : RURAL AND AGRICULTURAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Explain the scope and evolution of Rural Marketing.

Or

Discuss the Rural Economic structure 'Farm Sector' and 'Non-Farm Sector'.

2. Describe the basis of Rural Market Segmentation and Approaches.

Or

Discuss the 'Branding Strategies' and 'Packaging Strategies' of Rural products.

3. Explain the 'Public Distribution System' and 'NGO's' on distribution models.

Or

Discuss 'ITC-Sagar' and 'Hariyali Krishi Bazaar' as retail formats in rural markets.

P.T.O.

4. What is the difference between marketing of agricultural and manufactured goods ?

Or

Discuss the conflicts between 'agricultural marketing' and 'agro based industries'.

5. What is Recent trends in 'rural' and 'agricultural marketing' ?

Or

Write short notes on (any *two*) :

- (a) Cooperative Marketing
- (b) HUL's Project Shakti
- (c) IFFCO.

Total No. of Questions—5]

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[5368]-404

M.M.M. (Semester IV) EXAMINATION, 2018
404 : ENTREPRENEURSHIP DEVELOPMENT
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *All* questions.

(ii) *All* questions carry equal marks.

1. Define Entrepreneur with its roles and responsibilities.

Or

What are the challenges faced by a woman entrepreneur in today's competitive scenario ?

2. Explain the role played by EDII to promote entrepreneurship.

Or

Write short notes on (any *two*) :

(i) Entrepreneurial traits

(ii) NIESBUD

(iii) Reasons for success of an entrepreneur

(iv) Entrepreneur *Vs.* Professional Manager.

3. Explain different phases of project formulation.

P.T.O.

Or

Give the definition and scope of project appraisal. Explain the steps followed in project appraisal.

4. Discuss the need and importance of location for a small scale unit.

Or

Define small scale industry. Explain different steps for starting the small scale industry.

5. Give the success story of R. Narayana Murthy—Infosys. Also discuss his contribution to Entrepreneurship.

Or

Give the success story of Dirubhai Ambani—Reliance Industry. Also discuss his contribution to Entrepreneurship.

Total No. of Questions—5]

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[5368]-405

**M.M.M. (Semester IV) EXAMINATION, 2018
405 : SECTORAL MARKETING PRACTICES
(2013 PATTERN)**

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question carry equal marks.

- Q.1 a) What is mean by Pharmaceutical Marketing? Explain in brief the pharmaceutical market Dimensions? 10
OR
b) Explain the social positioning of pharmaceutical marketing in India 10
- Q.2 a) Explain in brief how online marketing help tourism industry to attract customers Also explain in detail what is mean by tourism promotion 10
OR
b) What is tourism channel? State its importance and explain the types of channel travel agents
- Q.3 a) “Events play an important role in attracting tourist to a destination justify the statement with the The help of suitable example. What are the recent trends in tourism marketing? 10
OR
b) Write a short note on (Each carry 5 marks) 10
i) Tourism promotion
ii) Tourism advertising
- Q.4 a) Discuss trends in political Marketing with reference to “Indian Shinning Campaign” 10
OR
b) Discuss U.S. Presidential elections- John F Kennedy for presidential U.K. elections 10
- Q.5 a) Examine the role of political advertising campaign in promoting a political party What is mean by political branding? 10
OR
b) Discuss the factor responsible for convincing voter to vote in favor of particular political party. Explain how 3D projection technique helps political parties in their electoral campaign? 10

Total No. of Questions—5]

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[5368]-406

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

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.

Q1. a) What is the Industrial Market? Explain the nested approach of segmentation of Industrial Markets

OR

b) Discuss “The concept of joint demand is of concern only for manufacturers and marketing of capital equipment”.

Q2. a) Define Industrial Products. How you will classify industrial products?

OR

b) Write short notes on:
i) Capital items
ii) Industrial Services

Q3. a) Discuss in detail the Organizational Buying Decision Process with examples.

OR

b) Write detailed note on:
i) Vendor Selection
ii) Vendor Analysis

Q4. a) “Role of Personal Selling is more prominent in Industrial Marketing than in Consumer Goods Marketing.” Comment with reasons and examples.

OR

b) Discuss “The various skills required to be a successful Industrial Marketing Manager”.

P.T.O.

Q5. a) "Pricing to Industrial Customers is very critical to ensure continuity of Business."
Comment.

OR

b) "Industrial advertising and sales promotion are supportive activities for personal selling" Compare and contrast role of advertising in consumer and industrial market

Total No. of Questions—5]

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[5368]-407

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

407 : 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) Define consideration. Explain with illustration the exception to the rule “No Consideration No Contract.” [10]

Or

- (b) Write the concept of Contract of Sale. Explain the formalities of Contract of Sale. [10]

P.T.O.

2. (a) What are intellectual properties ? Explain its different types. [10]

Or

(b) Write short notes on : [10]

(i) Design

(ii) Digital Signature.

3. (a) Briefly explain the following terms as used in the Consumer Protection Act, 1986 : [10]

(i) Complainant

(ii) Restrictive Trade Practices

(iii) Unfair Trade Practices.

Or

(b) Explain the important provisions of the Consumer Protection Act, 1986 concerning the redressal of consumer disputes. [10]

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

Or

(b) What do you mean by Information Technology Act, 2000 ? Explain Digital Signature according to Information Technology Act, 2000. [10]

5. (a) Define the term “Holder in Due Course”. Explain the special privileges of a holder in due course. [10]

Or

- (b) What do you mean by Negotiable Instruments ? Elaborate the requisites of Negotiable Instruments. [10]

Total No. of Questions—5]

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[5368]-408

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

408 : EXIM FORCEDURES

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) There are *five* questions each of 10 marks.

(ii) *All* questions are compulsory with internal choice.

Q1. Who is an exporter? Explain in detail the different categories of exporter. 10

Or

Short notes (any 2) 10

i) Trading houses

ii) Star trading houses

iii) Soft Ware Tech Parks India

Q2. Describe the documentation and procedure for export clearance with types of bill of ladings. 10

Or

Explain Purchase Contract and terms of payments in import. 10

Q3. Explain the import management for planning and identification of supplier. 10

Or

Explain Purchase Contract and terms of payments in import. 10

Q4. Explain the role of Custom house agent in import an exports 10

Or

Discuss the types of custom duties and valuation rules at imports and exports. 10

Q5. Elaborate complete documentation and procedure for import clearance at sea port. 10

Or

Explain the Custom clearance of imports by sea and its documentation. 10