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P.G.D.M.M.

**101 : BASICS OF MARKETING
(2008 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions*
- 2) *All questions carry equal marks.*

Q1) Define the term marketing. Explain the various Case concepts of marketing.

Q2) Explain the concept of consumer Behaviour and discuss why the study of consumer Behaviour is important.

Q3) Firms should keep a close watch on the environmental forces acting on the organization Analyse and discuss this statement.

Q4) Develop the market segmentation bases for any two:

- a) Antidandruff shampoo.
- b) Herbal tea.
- c) Laptop.

Q5) Why is Marketing Control important? Discuss Marketing Audit in detail.

Q6) State and explain the various elements of the Marketing Mix.

Q7) Write Short Notes on any (2) :

- a) Extended P's for services.
- b) Selling vs marketing.
- c) Functional Based organization.
- d) Value Proposition & USP.



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P.G.D.M.M.

**102 : SALES MANAGEMENT
(2008 Pattern) (Semester-I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Explain sales management. Discuss the responsibility and functions of a sales manager.

Q2) Organisations need to have proper sales organisation department to balance between cost and sales turnover, discuss the statement in preview of sales organisation structures.

Q3) “Motivation is an important ingredient for having successful sales team.” As a sales manager how will you motivate a sales team to perform better.

Q4) Explain the steps involved in recruitment and selection of sales executive.

Q5) Discuss the importance of sales force evaluation.

Q6) If you are appointed sales/marketing manager for a chocolates manufacturing company, what sales performance evaluation measures will you establish for your team members.

Q7) Write short notes (Any Two):

- a) Value added selling
- b) Sales presentation
- c) Geography based sales organisation structure
- d) Sales forecasting



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P.G.D.M.M.

**(103) LAWS RELATING TO MARKETING
(2008Pattern) (Semester - I)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *All questions carry equal marks.*

Q1) “All agreements are not contracts but all contracts are agreements”. Discuss the statement explaining the essential elements of a valid contract.

Q2) Define ‘agent’ & ‘Principal’ state briefly the duties of an agent to the principal. What are his rights against. the principal?

Q3) Explain the Doctrine of Caveat Emptor. What are the exceptions to the doctrine of Caveat Emptor?

Q4) Elaborate the consumer disputes redressal procedure under the consumer protection Act.

Q5) What do you mean by the term E-Governance? State and explain the objectives, importance and barriers of E-Governance.

Q6) Elucidate the essential features of cheque. How does it differ from Bill of Exchange?

Q7) Write short notes on any two of the following:

- a) Distinction between condition & warranty.
- b) Procedure for registration of a Trade Mark.
- c) Promissory Note.
- d) Fundamental provisions under VAT.
- e) Patents.



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PGDMM (Semester - II)

201: RETAIL AND DISTRIBUTION MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions.*
- 2) All questions carry equal marks.*
- 3) Give suitable and appropriate examples wherever necessary.*

Q1) Explain in detail Intensive, selective & exclusive distribution strategies in channel management.

Q2) Discuss importance of wholesalers. Which are different types of wholesalers.

Q3) Elaborate on factors affecting selection of store location based on retail strategies.

Q4) Define floor space management. Discuss store inventory and product display.

Q5) Explain the concept and significance of supply chain management with suitable examples.

Q6) Discuss the process of channel selection with examples.

Q7) Write notes on any two of the following:

- a) Bar coding.
- b) Store layout
- c) Franchising.



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P.G.D.M.M.

**202 : INTEGRATED MARKETING COMMUNICATION
(2008 Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is I.M.C.? Explain its elements.

Q2) “C.A.R. {Client Agency Relationship} plays important role in Ad-agency management.” Comment.

Q3) What is AIDA model? Explain it with suitable example.

Q4) “Advertisers must consider the ethical and social responsibilities while designing I.M.C. For Advertising campaign”. Explain your views with suitable examples.

Q5) Explain the term PUBLIC RELATIONS. What are the different types of P.R.?

Q6) Prepare a sales promotion campaign for Apparel Selling Brand. Explain the reasons behind selecting the particular sales promotion media/type.

Q7) Write short notes (Any Two) :

- a) Direct marketing and direct response methods.
- b) Event management.
- c) Employee Relation (House Journals/News letters)

