

Total No. of Questions : 5]

SEAT No. :

P4035

[5377]-101

[Total No. of Pages : 2

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 are compulsory.*
- 2) *Internal options are provided for each question.*
- 3) *Each question carries equal marks.*

Q1) a) Explain in brief the core concepts of marketing.

OR

b) Discuss the production Concepts, Marketing Concept and Societal Marketing Concept with appropriate examples.

Q2) a) Discuss the Micro Environmental factors affecting the business environment.

OR

b) Design the marketing mix for any one of the following.

- i) fruit juice.
- ii) magazine (little style)

Q3) a) What is consumer behaviour? Explain the factors influencing consumer behaviour.

OR

b) Analyse the steps involved in buying decision process for a washing machine.

Q4) a) Discuss the steps involved in New product Development.

OR

b) What is product mix? Explain and elaborate on product mix decisions.

P.T.O.

Q5) a) Elaborate on the different elements of the promotion mix.

OR

b) Discuss the importance of the channels of distribution and their functions.



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SEAT No. :

P4036

[5377]-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 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) “Market research is used by intelligent marketing managers”. Explain the statement in view of importance of market research with two suitable examples. **[10]**

OR

b) What is marketing research? “Marketing research is perceived as hurdle by marketing managers”. Discuss it in light of limitations of market research with two situations. **[10]**

Q2) a) What is test marketing? Explain different types of conducting test marketing in details. **[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 flavored drinking water 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) Discuss use of diagrams and graphs in understanding data in better manner. **[10]**

Q5) a) Explain the steps in setting up marketing research project for consumer satisfaction of happy meals of McDonalds. **[10]**

OR

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



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SEAT No. :

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[5377]-103

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P.G.D.M.M.

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

Time : 3Hours]

[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) *Your answers should be specific and to the point.*
- 5) *Support your answers with suitable give examples.*
- 6) *Draw neat digrams and give illustrations wherever necessary.*

Q1) a) Illustrate with examples the different roles played by consumer in purchasing.

OR

b) Explain the various stages of adoption process in detail.

Q2) a) How personality of the consumer plays a major role in purchasing decisions? Explain with suitable example.

OR

b) Discuss the different strategies for changing attitude of customer.

Q3) a) Why do people shop? comment on it.

OR

b) Explain the information evaluation process in detail.

Q4) a) Explain the Engel-Blackwell-Miniard model of consumer Behaviour.

OR

b) What is kino model of consumer Behaviour.

Q5) a) Describe the socioeconomic classes in urban market.

OR

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



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[5377] - 104

P.G.D.M.M.

104 : INTEGRATED MARKETING COMMUNICATIONS

(2013 Pattern) (Semester - I)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) There are five questions each of 10 marks.*
- 2) All questions are compulsory with internal choices.*

Q1) a) Describe various promotional tools used in IMC.

OR

b) Explain AIDA model with examples.

Q2) a) Discuss the various types of advertising media for agricultural tourism project.

OR

b) What is the role of ASCI and other professional regulatory bodies in Advertising World?

Q3) a) What is data base marketing? How we can use this type of marketing in politics as well as in higher education sector.

OR

b) Explain Public Relations and Functions of P.R Department.

P.T.O.

- Q4)** a) i) What is film based merchandising?
ii) Explain Ambush Advertising with example.

OR

- b) Discuss Recent trends in product placement on Television.

- Q5)** a) Why there is need of evaluating over all program of IMC.

OR

- b) Evaluate the Integrated marketing communication developed by Hawells in India.



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SEAT No. :

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P.G.D.M.M

**201: Services Marketing
(2013 Pattern) (Semester - II)**

Time :3Hours]

[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*

Q1) Define Service? Give the difference between consumer and industrial services. **[10]**

OR

Service is a key differentiator for manufacturing sector. comment.

Q2) What is services marketing mix? Describe the product, Place & Production under services marketing mix. **[10]**

OR

What is services marketing mix? What are the various callenges faced in distribution of services?

Q3) What is meant by physical evidence? Why is it necessary in services marketing. **[10]**

OR

Customers are co-producers of services. Comment.

Q4) Define customer satisfaction. How is it monitored and measured. **[10]**

OR

Handling complaints effectively, failure & recovery is a part of customer satisfaction. comment.

Q5) Why is quality in service important? **[10]**

OR

Applying technology in service is important. comment.



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SEAT No. :

P4040

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P.G.D.M.M.

**202 : SALES AND DISTRIBUTION MANAGEMENT
(2013 Pattern) (Semester-II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Personal selling is very important to achieve sales target. Comment.

OR

Explain role and skills of sales Manager.

Q2) Discuss need for sales organizations. Explain the concept of sales territory.

OR

Explain following in brief :

- a) Marketing Audit
- b) Sales force audit

Q3) Discuss scope and need of physical distribution.

OR

Discuss the different types of channel conflicts. Also explain the techniques to resolve channel conflicts.

Q4) a) "Inventory management is crucial for success of any business". Explain also describe reverse logistics.

OR

b) Describe the importance and types wholesalers. Explain the functions of wholesaler.

P.T.O.

Q5) a) Discuss the use of IT in sale and distribution management.

OR

b) Describe the importance of channel information system in todays business world.



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P.G.D.M.M.

**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) Define CRM. Give the evolution and scope of CRM.

OR

b) Bring out the difference between CRM and relationship marketing.

Q2) a) Discuss the characteristics of relationships.

OR

b) Describe the key principles of relationship management.

Q3) a) Write short note on- planning for CRM.

OR

b) Write short note on- CRM implementation.

Q4) a) Explain the concept of customer scorecard.

OR

b) .Discuss the Recency frequency monetary value (RfM) model.

Q5) a) Explain :- Data mining And Data warehousing.

OR

b) Enumerate the ethical issues in using IT in relationship management.



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[5377] - 204

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) All questions carry equal marks.*
- 3) Figure to the right indicate full marks.*

Q1) What is Brand? Why brands matter can everything should be branded? [10]

OR

What are the various branding challenges and opportunities. [10]

Q2) What is Brand value and Brand value pyramid? [10]

OR

Explain brand building approach by David Jobbes. [10]

Q3) What are the different brand elements? [10]

OR

What is co-branding and Ingredient branding? [10]

P.T.O.

Q4) Explain qualitative techniques in interpreting Brand performance. [10]

OR

Explain AAKER model in detail. [10]

Q5) What is Brand extention? Give any two suitable examples. [10]

OR

What is brand revitalization and rebranding in detail? [10]

