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**[4773]-101**

**M.M.M. (First Semester) EXAMINATION, 2015**

**101 : PRINCIPLES AND PRACTICES OF MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 1 is compulsory.

(ii) Solve any *three* out of the remaining.

(iii) Figures to the right indicate full marks.

1. (A) What is “Management” ? Explain various functions of Management. [15]
- (B) Explain contribution of Henry Fayol towards the development of Management Thought. [10]
2. Define planning. Explain various steps involved in planning. [15]
3. What is controlling ? Explain the types and techniques of controlling. [15]
4. Define Motivation and explain Motivation Theory of Herzberg. [15]
5. What do you mean by “Leadership” ? Discuss various traits of Leadership which a Manager should have. [15]

P.T.O.

6. What is TQM ? Explain its importance in today's business environment. [15]
7. Write short notes (any *three*) : [15]
- (a) Group Dynamics
  - (b) Steps in decision making process
  - (c) Stages of Team development
  - (d) Corporate Social Responsibility
  - (e) Communication Process.

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**[4773]-102**

**M.M.M. (First Semester) EXAMINATION, 2015**

**PRINCIPLES OF MARKETING**

**(NEW PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Explain functions of marketing.
2. Describe the various external environmental factors influencing marketing strategies.
3. Distribution network plays vital role in marketing success of a firm. Explain with a suitable example.
4. Describe pricing methods.
5. What is PLC ? Explain various stages of PLC.
6. Explain the new trends in Packaging.
7. Write short notes on any *two* :
  - (a) Market Segmentation
  - (b) New product decision process
  - (c) Marketing Audit.

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**[4773]-103**

**M.M.M. (First Semester) EXAMINATION, 2015**

**FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *three* questions from Section I and any *two* from Section II.

(ii) *All* questions carry equal marks.

(iii) Use of simple calculator is allowed.

**Section I**

1. Define 'Standard Cost' and 'Standard Costing'. In which type of industries standard costing can be employed ? [14]
2. Distinguish between Financial Accounting and Cost Accounting. [14]
3. What do you understand by 'Material Control' ? What are the essentials of an efficient material control system ? [14]
4. Define 'Marginal Cost' and 'Marginal Costing'. How variable and fixed costs are treated in marginal costing ? [14]

P.T.O.

## Section II

5. The standard cost card for a product shows : [14]

Material cost 2 kg @ Rs. 2.50 each = Rs. 5.00 per unit

Labour 2 hours @ Rs. 10 each = Rs. 20 per unit

The actual cost which have emerged from business operations are as follows :

Production — 8,000 units

Material consumed — 16,500 kg @ Rs. 2.40 each = 39,600

Wages paid 18,000 hours @ Rs. 8 each = Rs. 1,44,000

Calculate appropriate material and labour variances.

6. The following is the summary of the receipts and issues of material in a factory during December 2013 : [14]

Prepare Store Ledger according to First In First Out Method for December 2013 :

1. Opening balance 500 units @ Rs. 25 per unit
3. Issue 70 units
4. Issue 100 units
8. Issue 80 units
13. Received from supplier 200 units @ Rs. 24.50 per unit
14. Returned to store 15 units @ Rs. 24 per unit

16. Issue 180 units
20. Received from supplier 240 units @ Rs. 24.75 per unit
24. Issue 304 units
25. Received from supplier 320 units @ Rs. 24.50 per unit
26. Issue 112 units
27. Returned to store 12 units @ Rs. 24.50 per unit
28. Received from supplier 100 units @ Rs. 25 per unit

It was revealed that on 15th there was a shortage of five units and another on 27th of 8 units.

7. A company budgets for a production of 1,50,000 units. The variable cost per unit is Rs. 14 and fixed cost per unit is Rs. 2 per unit. The company fixes the selling price to fetch a profit of 15% on cost. [14]

Required :

- (a) What is the break-even point ?
- (b) What is the profit/volume ratio ?
- (c) If the selling price is reduced by 5%, how does the revised selling price affect the Break-even Point and the Profit/Volume Ratio ?
- (d) If profit increase of 10% is desired more than the budget, what should be the sales at the reduced price ?

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**[4773]-104**

**M.M.M. (First Semester) EXAMINATION, 2015**

**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 diagram.

1. Define Managerial Economics with micro and macro economic concepts.  
How is it useful for the managers ?
2. What are the objectives and need for demand forecasting ? Explain  
any *two* methods of it.
3. Define production function. Explain with diagram, the three stages of  
the law of variable proportions.
4. Show, how a monopoly firm reaches its equilibrium in the short run  
with the help of MR and MC curves.

P.T.O.

5. What is profit ? Recommend a suitable profit policy for a well established firm. Justify your answer.
6. Explain the following pricing strategies :
- (a) Cost plus pricing
  - (b) Penetration pricing.
7. Write notes on (any *two*) :
- (a) Law of supply
  - (b) Opportunity cost
  - (c) Features of oligopoly
  - (d) Exceptions to the law of demand.

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**[4773]-105**

**M.M.M. (First Semester) EXAMINATION, 2015**

**RESEARCH METHODOLOGY**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 1 and Q. No. 6 are compulsory.

(ii) Attempt any *three* questions from remaining.

1. (A) Explain the process of research by identifying different steps. [10]

(B) Prepare a frequency distribution table for the following observations. Given below are the number of bags of sugar (each bag of 100 kgs.) produced at a sugar factory per week during the year. Take classes as 10 – 13, 14 – 17, 18 – 21 [5 marks]

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

(C) Draw “Bar Chart” for above data. [5 marks]

P.T.O.

2. What is primary data ? Explain in detail any *two* out of three below mentioned data collection methods : [10 marks]
- (a) Observation
  - (b) Interviewing
  - (c) Experimentation.
3. What is scaling ? Explain in brief the following types of scales : [10 marks]
- (a) Rating scales
  - (b) Ranking scales.
4. Prepare questionnaire to study users' perception towards DTH services providers and variety of services offered by them to viewers. [10 marks]
5. List down various probability and non-probability sampling techniques. Explain any *two* probability sampling techniques and any *two* non-probability sampling techniques in brief. [10 marks]
6. Write short notes on (attempt any *four*) : [20 marks]
- (a) Types of variables
  - (b) Literature review
  - (c) Reliability and validity
  - (d) Broad aspects of data analysis (Data Editing, Data Classification, Data Coding)
  - (e) Research Report Writing

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**[4773]-106**

**M.M.M. (First Semester) EXAMINATION, 2015**

**CONSUMER BEHAVIOUR**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Attempt any *Five* questions.

(ii) *All* questions carry equal marks.

1. What do you understand by the term Consumer Behaviour ? Why is study of consumer behaviour important ?
2. What is consumer research ? Explain different methods of consumer research.
3. Enlist different models of consumer behaviour. Explain Engel Blackwell model with diagram.
4. Define social class and give its characteristics. Explain social influence on consumer behaviour.
5. Discuss Maslow's Theory of Motivation with reference to consumer behaviour.

P.T.O.

6. Define 'Perception'. Explain factors responsible for perceptual distribution.
7. Write short notes (any *two*) :
- (a) Consumer satisfaction and delight;
  - (b) Consumer decision-making process;
  - (c) Competitive advantage through customer value information;
  - (d) Weber's Law.

Total No. of Questions—7]

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**[4773]-201**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**201 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *three* questions from first six questions.

(ii) Question No. 7 is compulsory and carries 25 marks.

(iii) *All* remaining questions carry equal marks.

1. Explain four I's of services and their significance in services marketing with suitable examples. [15]
2. Explain service delivery process in detail. [15]
3. Services Marketing need more than the existing four P's of Marketing. Explain this concept with the help of three extended P's with suitable examples. [15]
4. Explain the role of Advertising and Sales Promotion in Service Industry. [15]
5. Explain the Service concept. Give its nature and characteristics. [15]

P.T.O.

6. Write short notes on (any *three*) : [15]

- (a) Service Marketing in India;
- (b) Customer satisfaction in services marketing;
- (c) Service Blueprinting;
- (d) Internal Marketing.

7. You are running a Non Profit Organisation for children called “SAHAS”. Prepare an online marketing plan to raise contributions from different sections of the society. Explain with the help of the following details. [25]

- (a) Target people for this marketing plan and mode of contact;
- (b) Attractive slogan;
- (c) Benefits of contribution;
- (d) Appeal for contribution.

Total No. of Questions—7]

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**[4773]-202**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**202 : RETAIL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Each question carries **14** marks.

1. Define retailing. Comment on the current global and Indian scenario in retailing.
2. Assume you are venturing into retail market as an entrepreneur for readymade garments. Describe the steps you would take while developing the retail strategy.
3. What is store design ? What are the elements in exterior store design ?
4. Discuss various information technology applications used in retailing. Highlight the advantages of the same.

P.T.O.

5. Describe the factors affecting retail consumer buying behaviour. Give suitable examples.
6. Give appropriate suggestions to a retail pharmacy store for deciding strategies for segmentation, targeting and positioning in an Indian city.
7. Write short notes on any *two* of the following :
  - (a) Non-store retailing;
  - (c) Importance of sales promotion in retailing
  - (d) Careers in retail sector.

Total No. of Questions—7]

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**[4773]-203**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**203 : SALES MANAGEMENT AND PERSONAL SELLING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Neat diagrams must be drawn wherever necessary.

(iii) Figures to the right indicate full marks.

(iv) Use of logarithmic tables, slide rule, Mollier charts, electronic pocket calculator and steam tables is allowed.

(v) *All* questions carry equal marks.

1. What role recruitment and selection play in enhancing the efficiency of the organization ? Explain in detail. [14]

2. “Knowledge of customer’s cultural background, value system, need profile, purchasing power and overall buying behaviour is extremely essential to every salesman.” Comment. Justify your answer with relevant examples. [14]

P.T.O.

3. What is sales training ? Explain the strategic users considered for imparting sales training. [14]
4. Discuss the importance of sales organization. Explain the functions and responsibilities of Sales Manager. [14]
5. Describe the different methods of motivating the salesforce with suitable examples. [14]
6. Explain the concept of customer satisfaction, customer delight and cognitive dissonance with suitable examples. [14]
7. Write short notes on any *two* from the following : [14]
  - (a) Sales Research
  - (b) Personal Selling
  - (c) Customer Education
  - (d) Performance Measurement of Salesforce.

Total No. of Questions—7]

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**[4773]-204**

**M.M.M. (Second Semester) EXAMINATION, 2015**

**MARKETING MANAGEMENT**

**(204 : Distribution Management and Logistics)**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. “The role of market intermediaries is to provide market information, maintain price stability and promote company’s products.” Discuss.
2. Define and explain the concept of physical distribution. Explain role of various participants in physical distribution process.
3. What are channel conflicts ? Why they occur ? How can channel conflicts be resolved ?
4. What do you understand by the term ‘Marketing Channels’ ? Discuss the functions of marketing channels in detail.

P.T.O.

5. Describe the components of supply chain management with the help of suitable example.
6. “Wholesaler has to take various marketing decisions.” Discuss in detail.
7. Write short notes on any *two* :
  - (a) Reverse Logistics
  - (b) Vertical Marketing System (VMS)
  - (c) Functions of wholesalers
  - (d) Direct Marketing.

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**[4773]-205**

**M.M.M. (II Sem.) EXAMINATION, 2015**

**205 : MARKET RESEARCH**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. What is research ? Explain the importance of market research in today's world. State the limitations of market research.
2. What is Secondary data ? Explain various sources of secondary data. Enumerate disadvantages of Collecting Secondary data.
3. An FMCG company wants to know the level of customer satisfaction of its product. Suggest the suitable source of collecting data for this research purpose. Justify your answer.
4. Critically examine, Test Marketing as a technique of market research. State an example where test marketing can prove to be a better technique of conducting market research.
5. Explain different methods of probability and non-probability sampling methods.
6. Compare and contrast Nominal, Ordinal and Interval Scales.
7. Explain various steps in formulating market research project with the help of a suitable example.

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**[4773]-206**

**M.M.M. (II Sem.) EXAMINATION, 2015**  
**RELATIONSHIP MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. What is relationship marketing ? Explain the importance of relationship based marketing in Indian context.
2. Explain how Relationship marketing is complementing online marketing.
3. How important is customer satisfaction for the growth of an organisation ? Discuss the areas which should be looked upon to ensure customer satisfaction in service industry.
4. Examine the role of relationship marketing in formulating marketing strategies.
5. “Relationship approach smoothens the distribution function.” Discuss the statement giving suitable examples.
6. Give any *five* reasons, why a customer cannot be profitable taking reference of a public sector bank. Also suggest ways to improve the same.
7. Write short notes on (any *two*) :
  - (a) Recency Frequency Monetary (RFM) Value Model
  - (b) Buyer-Seller Relationship
  - (c) Customer Retention.

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**[4773]-301**

**M.M.M. (III Sem.) EXAMINATION, 2015**

**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* out of the remaining questions (16 marks each).

1. Describe the challenges and opportunities posed in international marketing. Support it with suitable examples.
2. Explain the various entry strategies for international markets. Explain with support examples the concept of joint ventures.
3. What are the factors needed to be considered while taking a decision on global brand ? Elucidate them.
4. You are the marketing manager for Lenovo and your company wants to launch a new product into Indian market, Decide the pricing strategy. (Segment : 18 to 25 years old persons of India)
5. Write short notes on (any *two*) :
  - (a) Country Risk Analysis
  - (b) Push Vs. Pull Strategy
  - (c) Problems in Conducting research internationally.

P.T.O.

6. *Case Study :*

The public sector India Oil Corporation (IOC), the major oil refining and marketing company was also the chanelising agency for oil imports. It planned to make a forey into the foreign market by acquiring the substantial stake in Balal Oil field of Iran. The project was estimated to have recoverable oil researves of about 11 million tonnes and IOC was supposed to get nearly 4 million tonnes.

When IOC started talking to the Iranian Company for the acquisition in 1998, the oil prices were at rock bottom (\$11 per barrel) and most refining companies were closing shops due to falling margins. Indeed, a number of good oil properties in the Middle-east were up for sale.

IOC needed Government's permission to invest abroad. Application by Indian Company for investing abroad is to be scrutinised by a special committee represented by the RBI and finance and commerce ministries. By the time, the government gave the clearance, the oil prices bounced back to \$24 per barrel and the ELF of France had virtually took away the deal from under IOC's nose by aquiring the Balal oil field.

*Questions :*

- (a) Discuss internal, domestic and global environment of business revealed by this case.
- (b) Discuss whether it is the domestic or global environment that hinders the Globalisation of Indian business.

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**[4773]-302**

**M.M.M. (III Sem.) EXAMINATION, 2015  
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 performance of contract ? State the provision relating to performance of reciprocal promises.
2. Define Sale and distinguish between 'Condition' and a 'Warranty'.
3. Explain the objectives of Trade Marks Act, 1999 and state offences and penalties under Trade Marks Act.
4. Define 'Complainant' and 'Complaint' under Consumer Protection Act, 1986, also discuss provision regarding 'The District Forum'.
5. Explain the objectives of Information Technology Act and state provisions relating to Digital Signature.
6. Explain Negotiable Instrument. What is meant by dishonour by non-acceptance or dishonour by non-payment ?
7. Write short notes on (any *two*) :
  - (1) Contract of Agency
  - (2) Caveat Emptor
  - (3) Objectives and importance of VAT
  - (4) Consideration
  - (5) Copyright.

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**[4773]-303**

**M.M.M. (III Sem.) EXAMINATION, 2015**  
**303 : FINANCIAL SERVICES MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define Financial Services. Explain the nature and characteristics of Financial Services.
2. Give an overview of various Finance Services in India.
3. Explain the concept of Insurance. Describe the various types of Insurance available in the market.
4. Explain the structure of Mutual Fund with its advantages and disadvantages.
5. “The Commercial banks play a major role for the development of the economy.” Justify.
6. What is merchant banking ? What are the different functions performed by merchant banking ?
7. Write short notes on (any *two*) :
  - (1) Venture Capital
  - (2) Retail Bank Products
  - (3) IRDA
  - (4) Concept of Hybrid Funds
  - (5) Housing Finance.

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**[4773]-304**

**M.M.M. (III Sem.) EXAMINATION, 2015  
304 : MARKETING COMMUNICATION  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

- N.B. :—** (i) Attempt any *five* questions.  
(ii) Question Nos. 1 and 7 are compulsory.  
(iii) *All* questions carry equal marks.

1. What is the importance of Communication in marketing ? Explain concept and its role in the Marketing Mix.
2. Explain with suitable example of sales promotion. Discuss the various types and techniques of Sales Promotion.
3. Explain the process of Media Planning in detail and essentials in advertising function.
4. Discuss the factors influencing selection of an Advertising Agency. Also explain various services provided by Advertising Agencies to their clients.
5. Explain the importance of PR Activities in developing and effective IMC.
6. Explain the role played by 'Direct Marketing' in Communication Mix. Discuss methods of Direct Marketing used by a firm.
7. Write short notes on (any *two*) :
  - (a) Purpose of Advertising
  - (b) Push and Pull Strategies
  - (c) Types of Appeals
  - (d) Ethics in Advertising.

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**[4773]-305**

**M.M.M. (III Sem.) EXAMINATION, 2015  
305 : RETAIL OPERATIONS MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

- N.B. :—** (i) Attempt any *four* questions from Q. No. 1 to Q. No. 6.  
(ii) Question No. 7 is compulsory.  
(iii) *All* questions carry equal marks (14 marks).

1. Describe the significant benefits of vendor managed inventories in retailing.
2. Explain the steps involved in merchandise planning with suitable examples.
3. What is category management ? Differentiate between private label brand and manufacturer's brands.
4. What are the benefits of 'events' such as a sale or a promotion to the retailing industry ?
5. Comment on inventory shrinkage. Discuss important tips for reducing inventory shrinkage at retail store.
6. Define CRM in retail. Explain the role of customer relationship management in retailing business.
7. Write short notes on (any *two*) :
  - (1) Merchandise Hierarchy
  - (2) Floor Space Management
  - (3) Planogram.

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**[4773]-401**

**M.M.M. (IV Sem.) EXAMINATION, 2015  
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 Mix. Discuss different product line strategies.
2. Discuss Product Strategies adopted over the Product Life Cycle.
3. Discuss various Qualitative and Quantitative methods of Sales Forecasting.
4. Compare Products and Brands. Explain brand equity concept.
5. Discuss various Positioning Strategies with suitable examples of products and brands.
6. Explain Brand building process using suitable model. Examine the process of brand building for “Tide”.
7. Write short notes on (any *two*) :
  - (a) Product Differentiation
  - (b) Brand Extension
  - (c) Managing brand over time
  - (d) Co-branding.

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[4773]-402

M.M.M. (IV Sem.) EXAMINATION, 2015

402 : STRATEGIC MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) Attempt any *four* questions.

(iii) *All* questions carry equal marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

1. Define and describe in detail the concept of 'Marketing Audit'. Explain its practical scope and utility. [14]
2. "Vision, Mission, Objectives and Goals highly influence Strategy Formulation." Discuss. [14]
3. Explain with suitable example, how McKinsey's 7s Framework helps in analyzing and improving Organisational Effectiveness. [14]
4. Define the term 'Strategic Marketing Management'. Explain its objectives and importance. [14]
5. Explain how Porter's Five Forces Model helps in formulating Marketing Strategies. [14]
6. Write short notes on (any *two*) : [2×7=14]
  - (a) Marketing Strategies for ITES Industries
  - (b) Distribution Strategies
  - (c) GE 9 Cell Model
  - (d) SWOT Analysis.

P.T.O.

## 7. Case Study :

[14]

Sweet Drinks Ltd. is a drinks company whose core business is manufacturing and selling soft drinks to 80,000 outlets throughout India. The business of the company is good with annual turnover exceeding three billion of rupees. Profits are good and shareholders are often rewarded with lucrative dividends and bonuses. Four years back the company has diversified into the alcoholic drinks industry and has taken-over two small breweries located in western India. The company has also diversified into hotels with purchase of twenty-five hotels of three/four star category across the country. To its advantage the company has been able to obtain a monopoly for the sale of its soft drinks in its hotels and is beginning to establish itself as a brand name in the brewery industry. Part of the strategy of the company is to continue to purchase hotels, particular by targeting National Capital Region of Delhi where tourism is likely to pick up with the forthcoming Commonwealth Games. The company also intends to construct a five star hotel in Gurgaon to take tax advantage announced recently by the finance ministers.

Everything was going on well until recently, when a Public Interest Litigation from NGO accused the company of indulging in surrogate advertising of its brewery products. In fact the company has similar brand names for its soft drinks and brewery products. This triggered a lot of protests and demonstrations against the company. Newspapers were flooded with the articles against the company. There were also some demonstrations and some small incidents of stone pelting in a few of its hotels.

**Answer the following questions :**

- (a) Discuss the factors related to SWOT analyses for the company.
- (b) Explain how Sweet Drinks Ltd. is achieving synergy.
- (c) Explain the nature of diversification adopted by the company.

Total No. of Questions—7]

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**[4773]-403**

**M.M.M. (IV Sem.) EXAMINATION, 2015**

**403 : EXPORT DOCUMENTATION AND FOREX MANAGEMENT  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

1. Describe the methods of entering an export market and types of export instruments.
2. “Government of India gives various incentives to exporters in order to improve their competitiveness in the foreign market.” Comment.
3. Write short notes on any *two* from the following :
  - (a) Pre-shipment Finance
  - (b) Post-shipment Finance
  - (c) External Commercial Borrowings
  - (d) Exim Bank Finance.
4. How does a letter of credit work ? Explain the types of letter of credit.
5. “The invoice and bill of lading are two documents required for every export shipment.” Explain the statement with the help of suitable examples.
6. Write an essay on institutional support from Government, Semi-government and Autonomous organization for exporters.
7. Comment on any *two* :
  - (a) Export Risk Mitigation
  - (b) Foreign Exchange Rate
  - (c) Foreign Exchange Market
  - (d) Registration of Exporters
  - (e) Customer Procedure for Export.

Total No. of Questions—7]

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**[4773]-404**

**M.M.M. (IV Sem.) EXAMINATION, 2015  
404 : DIRECT MARKETING  
(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Explain how Direct Marketing is Interactive Marketing also. Discuss the key principles of targeting, interaction, control and continuity.
2. Describe Data Warehousing and Business intelligence appliances.
3. Discuss the role of brands and personalized marketing communications as well as media channels in Direct Marketing Media.
4. “Interactive TV, Mobile and SMS play very important role in Direct Marketing.” Discuss.
5. Explain advantages and disadvantages of the following :
  - (a) Online Web Advertising
  - (b) Direct Mail Advertising.
6. Describe the regulations and codes of practice of Data Protection and Privacy.
7. Write short notes on (any *two*) :
  - (a) MLM
  - (b) Personal Selling
  - (c) Automatic Vending Machines
  - (d) Exhibition.

Total No. of Questions—7]

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**[4773]-405**

**M.M.M. (IV Sem.) EXAMINATION, 2015**  
**405 : INDUSTRIAL MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Design and justify the channels of distribution for Nation level organisation manufacturing welding machine.
2. Discuss in detail the organisational buying decision process. Give examples.
3. What do you understand by the term “Reseller’s Market” ? What are the typical characteristics of this Market ?
4. Discuss various factors that influence the pricing of Industrial products.
5. Discuss with examples the difference between buying decision process of Industrial buying and Consumer buying.
6. Explain in detail the promotion of Industrial products.
7. Write short notes on (any *two*) :
  - (a) Industrial product life-cycle
  - (b) Determinants of Industrial demand
  - (c) Auction and follow up
  - (d) Classification of Industrial products.

Total No. of Questions—7]

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**[4773]-406**

**M.M.M. (IV Sem.) EXAMINATION, 2015**  
**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.

(iii) Make and state your assumptions clearly and give examples wherever necessary.

1. Define the Role of Government in Agricultural Development in India. Discuss with suitable examples.
2. Critically discuss the role of Co-operative Marketing in Agriculture. Discuss with suitable examples.
3. Discuss the opportunities and challenges before Dairy and Poultry Industry in the present scenario.
4. Critically discuss the concept of Marketing Mix with reference to rural marketing. Suggest Marketing Mix for a seed manufacturing company.
5. What are the different promotional activities undertaken by the Govt. in Agriculture Development in India ?
6. What do you understand by organised Procurement and Warehousing in Agriculture Business ?
7. Attempt any *two* :
  - (a) Supply Chain Management in Agri-Business
  - (b) Recruitment and Training of HR in Agri-Marketing
  - (c) Segmentation in Rural Marketing.