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

Q1) Distinguish between Marketing and selling. Discuss Holistic Marketing and Production Concept. **[14]**

Q2) Discuss the five steps in the Buyer Decision process for a car ranging from Rs. 5 lakhs to Rs. 12 lakhs. **[14]**

Q3) Why is Marketing control important? Discuss Marketing Audit in detail. **[14]**

Q4) Design the 7p's for a nationalised bank. **[14]**

Q5) Elaborate with diagrammatic representation on the following types of organizations. **[14]**

- a) Functional
- b) Geographic
- c) Customer based

Q6) Explain the importance of Marketing Environment analysis. Discuss Economic and Technological environment and its impact on an organisation. **[14]**

Q7) Write short notes: (Any Two). **[14]**

- a) Customer satisfaction.
- b) Concept of positioning and differentiation
- c) Target Marketing.



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P.G.D.M.M.

102: SALES MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is the position of sales management and personal selling in the entire marketing mix? Explain.

Q2) “Success of sales Activity is largely dependent upon good salesman but they are not born as good salesman”. Discuss in the context of sales Training.

Q3) What is sales planning? and what are the steps involved in sales planning?

Q4) “Many persons want to become successful salesmen these days”. Discuss qualities of effective salesmanship.

Q5) Why establish sales Territories? What are the steps in determining sales territories for a firm?

Q6) “Sales control help a lot in improving performance of sales Department in to-day’s competitive environment”. Explain by taking example any financial services.

Q7) Write short notes (any two):

- a) Sales forecasting.
- b) Prospecting.
- c) Value added selling.

EEE

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P.G.D.M.M.

**103: LAWS RELATING TO MARKETING
(2008attern) (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 how consumer is protected by Law?

Q2) Define contract. What are conditions for a free consent under The Indian contract Act, 1872.

Q3) Explain 'The contract of agency'. Elaborate duties and responsibilities of an agent.

Q4) Briefly explain conditions and warranties implied by law in a contract for sale of Goods.

Q5) Explain the concept of electronic signature and electronic signature certificate as per the information Technology Act 2000.

Q6) What is a cheque? How does it differ from a bill of exchange?

Q7) Write Notes: (Any Two).

- a) Caveat emptor
- b) District forum
- c) Food Adulteration.



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P. G. D. M.M

**(201)RETAILAND DISTRIBUTION MANAGEMENT
(2008Pattern) (Semester-II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) What is the need for “Marketing Channels”? Discuss Intensive, Selective Distribution Strategies with relevant examples. **[14]**

Q2) Discuss functions of wholesalers and trends in wholesaling with examples. **[14]**

Q3) What is Retailing? Give Importance and functions of retailing, what are the challenges of Indian retailers? Justify your answer. **[14]**

Q4) Discuss different types of Unconventional channels with relevant examples. **[14]**

Q5) Explain various types of store layouts and give factors affecting store layout in detail. **[14]**

Q6) What is category management? Discuss process of category management. **[14]**

Q7) Write notes on any two of the following: **[2×7=14]**

- a) Factors affecting retail location decision.
- b) Planning in retail communication.
- c) Components of Supply chain management.



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P.G.D.M.M.

202: INTEGRATED MARKETING COMMUNICATIONS

(2008 Pattern) (Semester - II)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Solve any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Figure to right indicate marks.*

Q1) Explain the concept & elements of IMC. **[14]**

Q2) Enumerate different suppliers in IMC. Discuss their roles and functions in detail. **[14]**

Q3) Formulate an advertising strategy for a newly launched shampoo in India. Make suitable assumptions. **[14]**

Q4) Explain role of personal selling and direct marketing with suitable examples. **[14]**

Q5) State & explain with proper examples the importance of following. **[14]**

- a) Government Relations.
- b) Employee Relations.

Q6) Discuss various sales promotion activities **[14]**

Q7) Write short notes on (Any Two): **[14]**

- a) E - marketing.
- b) CPM.
- c) Client agency relationship.
- d) Publicity.

EEE

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P.G.D.M.M.

**203: SERVICES MARKETING
(2008 Course) (Semester - II)**

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *Answer any five questions.*
- 2) *Figures to the right side indicate full marks.*

Q1) Describe services marketing? Explain characteristics in detail. **[14]**

Q2) Explain Four I's of services in detail with suitable example. **[14]**

Q3) How will you formulate services Marketing strategies for Hospitality Industry?
Explain. **[14]**

Q4) Describe service delivery process with example. **[14]**

Q5) What are the 7P's of service Marketing. **[14]**

Q6) Explain self service Technology in details. **[14]**

Q7) Write short note on any two. **[14]**

- a) Service Blue Print
- b) e-services
- c) Service Failure and Recovery

