

Total No. of Questions : 5]

SEAT No. :

P4432

[4783] - 101

[Total No. of Pages :2

P.G.D.M.M.

**101 : MARKETING MANAGEMENT
(2013 Pattern) (Semester - I)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Discuss in detail selling, marketing & holistic marketing concepts. **[10]**

OR

b) Differentiate services from goods. Also discuss the services offered by **[10]**

- i) Hotel industry or ii) Management Consultancy

Q2) a) Plan the marketing mix for a **[10]**

Company offering tooth paste.

OR

b) Discuss the changing marketing environment with PEST analysis. **[10]**

Q3) a) Discuss the benefits of market segmentation & also the various bases for market segmentation. **[10]**

OR

b) You are a marketing manager of ABC online selling portal (like snapdeal, flipcart). According to you which are the factors that influence consumer behaviour in this digital era. **[10]**

P.T.O.

Q4) a) Discuss various marketing mix at different stages of product life cycle with respect to **[10]**

Two wheeler.

OR

b) i) Discuss the advantages & disadvantages of branding. **[5]**

ii) Discuss in detail the functions of packaging. **[5]**

Q5) a) Design promotion mix for **[10]**

New year diaries.

OR

b) What is personal selling. Discuss the process of personal selling with suitable examples. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4433

[4783]-102

[Total No. of Pages : 2

P.G.D.M.M.

102: MARKETING RESEARCH

(2013 Pattern) (Semester - I)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) What is marketing Research explain types of marketing research.

OR

Marketing research is not just Consumer Survey. Discuss in the light of scope of marketing research.

Q2) “The internet is a potential source for collecting secondary data”. discuss this statement in the light of the advantages and disadvantages of web based marketing research.

OR

How marketing Research helps to do marketing audit?

Q3) Write short note (any two):

- a) Cool hunting.
- b) Viral marketing research.
- c) Mystery shopping.

OR

P.T.O.

Explain the following Sampling techniques:

- a) Stratified Sampling.
- b) Cluster Sampling

Q4) How are different variables measured? Explain tests of Sound Measurement.

OR

Draw a pie diagram to represent the following data:

Cause of Accidents	Fire	Traffic	Falls	Cut and Burns	Falling Objects	Miscellaneous
No. of Accidents	10	15	20	15	35	05

Q5) A company wants to develop study Material and Audio-visual Teaching Aids in various subjects for Management Institutes. Assist the company in designing Market Research Project to check the feasibility.

OR

Discuss steps in research Process. Also enlist various problems faced by Researchers.

EEE

Total No. of Questions : 5]

SEAT No. :

P4434

[4783] -103

[Total No. of Pages :2

P.G.D.M.M.

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

Time : 2 ½ 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 indicates for that question/subquestion.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answers with suitable live examples.*
- 7) *Draw neat diagrams and illustrations wherever necessary.*

Q1) a) Explain the different stages of family life cycle.

OR

b) Explain the concept of consumerism & Demarketing.

Q2) a) What are the different types of motives?

OR

b) Explain the different strategies for changing attitude.

Q3) a) What do you understand from the concept “consumer decision making process”? Explain various types of problem recognition situations.

OR

b) Why do people shop? Comment on it.

P.T.O.

Q4) a) Explain the Engel Blackwell model of consumer behaviour.

OR

b) Discuss the influence of personality on purchasing decisions of consumers.

Q5) a) What is consumer buying behaviour? Explain types of buying behaviour.

OR

b) What is the impact of digital technology on consumer buying behaviour?



Total No. of Questions : 5]

SEAT No. :

P4435

[4783] -104

[Total No. of Pages :1

P.G.D.M.M.

**104: INTEGRATED MARKETING COMMUNICATION
(2013 Course) (Semester - I)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Describe various promotional tools used in IMC.

OR

“Ethical Integrated Marketing Communication Practices are required in India where awareness about product is low” Justify the statement.

Q2) Describe various criteria used for selecting the advertising agency for the agricultural tool like Tractor, cultivator of Harvester.

OR

Design print media advertisement for new improved two wheeler for Women.

Q3) What is Database Marketing? How we can use this type of marketing in Higher Education sector.

OR

How Direct marketing is preferred by consumer over Conventional marketing in these days?

Q4) Explain event management & its significances with suitable example.

OR

Explain the term Ambush Advertisement and Surrogate Advertising.

Q5) Why there is need of evaluating overall IMC Program?

OR

Give in detail about the ethics & social responsibilities in IMC campaign.



Total No. of Questions : 5]

SEAT No. :

P4436

[4783] - 201

[Total No. of Pages :2

P.G.D.M.M.

**201 : SERVICES MARKETING
(2013 Pattern)**

Time : 2½ 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) What are the unique characteristics of Services? **[10]**

OR

b) Write a commentary on 'Global and Indian Scenario in service sector' **[10]**

Q2) a) Explain Service lifecycle with suitable examples. **[10]**

OR

b) What are the factors involved in pricing a service product? **[10]**

Q3) a) What is the importance of people and processes for effective marketing of services in a quick service restaurant business like 'Pizza Hut'? **[10]**

OR

b) What are the various strategies for managing inconsistency? **[10]**

P.T.O.

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

OR

b) What are the various ways of handling complaints effectively? **[10]**

Q5) a) What are the different ways of applying technology to service settings?[**10]**

OR

b) Explain Parsuraman - Zeithamal - Bitner (PZB) model in detail. **[10]**



Total No. of Questions : 5]

SEAT No. :

P4437

[4783]-202

[Total No. of Pages : 2

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) *Answer all questions.*
- 2) *All questions carry equal marks.*

Q1) a) Define and explain personal selling. Differentiate between Transactional and relationship selling.

OR

b) Discuss how the sales training programmes should be developed and conducted.

Q2) a) Explain the role of manager in designing and managing sales territories.

OR

b) Explain the following:

- i) Marketing audit.
- ii) Sales force audit.

Q3) a) Discuss the need and scope of physical distribution.

OR

b) Describe the integrated marketing channels.

P.T.O.

Q4) a) Describe and explain the importance of supply chain management.

OR

b) “Inventory management is crucial for success of any business”. Explain. Also describe reverse logistics.

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

OR

b) Discuss the concept and importance of channel information system.

EEE

Total No. of Questions : 5]

SEAT No. :

P4438

[4783] - 203

[Total No. of Pages :1

P.G.D.M.M.

**203: CUSTOMER RALATIONSHIP MANAGEMENT
(2013 Pattern) (Semester -II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) a) Explain the concept and evolution of Relationship marketing.

OR

b) Discuss: Types of CRM; Process of CRM.

Q2) a) Discuss the following:-

- i) Customer defections
- ii) Customer loyalty
- iii) Service competition

OR

b) Explain how customer relationships can be managed through customer life cycle?

Q3) a) Discuss the planning for CRM?

OR

b) Discuss the implementation of CRM.

Q4) a) Discuss the types and approaches for customer metrics.

OR

b) Explain the meaning, dimensions and measurements of customer life time value.

Q5) a) Explain in detail the ethical issues in using IT in relationship management.

OR

b) Explain the following:-

- i) Data Mining
- ii) Data warehousing



Total No. of Questions : 5]

SEAT No. :

P4439

[4783] -204

[Total No. of Pages :1

P.G.D.M.M.

**204: STRATEGIC BRAND MANAGEMENT
(2013 Course) (Semester - II)**

Time : 2 ½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory with internal choices within the questions.*
- 2) Figures to the right indicate full marks.*

Q1) What is brand? Explain the concept of branding in detail. [10]

OR

Explain the challenges faced by Indian companies in branding.

Q2) Explain in details the brand value and brand pyramid. [10]

OR

What is brand positioning? Also explain 3c's of positioning.

Q3) Discuss the concept of brand elements and brand association. [10]

OR

Explain the concept of co-branding and Ingredient branding.

Q4) Discuss any two Model's of brand equity. [10]

OR

Explain Kevin Keller approach in detail.

Q5) What is brand crises management? Explain the concept of brand revitalization. [10]

[10]

OR

What is brand extension? Explain with relevant examples.

