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[4973]-101

MMM (First Semester) EXAMINATION, 2016
PRINCIPLES AND PRACTICES OF MANAGEMENT
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain the contribution of Frederick Taylor to scientific management. [14]
2. Explain the concept of Japanese style of management and TQM. State its importance in today's business environment. [14]
3. Define planning. Explain with suitable examples the steps involved in planning. [14]
4. What is personality ? Define and explain the determinants of personality. [14]
5. Define leadership. What are the traits of an effective leader. [14]

P.T.O.

6. Explain the concept and importance of corporate social responsibility in detail. [14]
7. Write short notes on any *two* of the following : [14]
- (a) Formal and informal group
 - (b) Team Spirit
 - (c) Primary and secondary Motives
 - (d) Fayol's 14 principles of management.

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[4973]-102

M.M.M. (First Semester) EXAMINATION, 2016

102 : PRINCIPLES OF MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Define marketing and explain different approaches to marketing.
2. What is marketing environment ? Why is it important to understand and respond to changing marketing environment ?
3. What is Segmentation ? Explain how market is segmented on demographic, geographic and psychographic bases ?
4. “Managing marketing mix is crucial in today’s immensely competitive environment”. Explain with suitable examples.
5. What is advertising ? Explain benefits of advertising to customers, retailers and manufacturers.

P.T.O.

6. Describe different types of pricing methods.

7. Write short notes on (any *two*) :

(a) Test Marketing of New Products

(b) Marketing Audit

(c) Online Marketing.

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[4973]-103

MMM (First Semester) EXAMINATION, 2016
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. Explain the term 'Standard Costing'. State merits and demerits of standard costing. [14]
2. Explain the term under absorption and over absorption of overheads. Explain any *three* methods of absorbing production overheads into the cost of production. [14]
3. Explain in detail the meaning and importance of Budget and Budgetary Control in assisting the Management for controlling the operations. [14]
4. Explain the various stages involved in the purchase of material till its consumption for production. Give necessary format of documents, which are prepared in the process. [14]

P.T.O.

SECTION II

5. Calculate Prime cost, Factory cost, cost of production, cost of Sales and profit from the following particulars :

	Rs.
Direct materials	1,00,000
Direct wages	30,000
Wages of foreman	2,500
Electric power	500
Lightning : factory	1,500
Office	500
Storekeepers wages	1,000
Oil and water	500
Rent : Factory	5,000
Office	2,500
Repairs and renewals Factory	3,500
Office	500
Transfer to reserves	1,000
Discount on shares written off	500
Depreciation :	
Factory	500
Office	1,250
Stores consumable	2,500
Manager's salary	5,000

Director's fees	1,250
Office stationary	500
Telephone charges	125
Postage	250
Salesman salary	1,250
Travelling expenses	500
Advertising	1,250
Warehouse charges	500
Sales	1,89,500
Carriage outwards	375
Income tax	10,000
Dividend	2,000

6. The following figures are available from the records of Venus Traders as on 31st March : [14]

Figures : In Lakhs of Rs.

Particulars	2012	2013
Sales	150	200
Profits	30	50

Calculate :

- (a) Profit/Volume ratio and total fixed expenses
- (b) Break Even Sales
- (c) Sales required to earn a profit of Rs. 90 lakhs
- (d) Profit/Loss that would arise if the sales were Rs. 280 lakhs.

7. Standard hours for manufacturing two products, M and N are 15 hours per unit and 20 hours per unit respectively.

Both products require identical kind of labour and the standard wage rate per hour in Rs. 5.

In a particular year, 10,000 units of M and 15,000 units of N were produced. The total labour hours worked were 4,50,000 and the actual wage bill came to Rs. 23,00,000.

This includes 12,000 hours paid for @ Rs. 7 per hour and 9400 hours paid for @ Rs. 7.50 per hour, the balance having been paid at Rs. 5 per hour. You are required to calculate labour variances.

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[4973]-104

MMM (First Semester) EXAMINATION, 2016

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 neat diagram wherever necessary.

1. Define Managerial Economics. Discuss its nature and scope. [14]
2. What is Income Elasticity of Demand ? Explain it with suitable diagrams. [14]
3. Define Production Function. Explain the three stages of Law of Variable Proportion. [14]
4. Explain the following concepts : [14]
 - (a) Private costs and Social costs
 - (b) Economies of scale.
5. Describe the classification of Market on the basis of Degree of competition. [14]

P.T.O.

6. Give need for government intervention in markets. [14]

7. Write notes on (any *two*) : [14]

(a) Price Skimming

(b) Law of Demand

(c) Break-Even Analysis

(d) Theory of Profit Maximization.

Total No. of Questions—6]

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[4973]-105

MMM (First Semester) EXAMINATION, 2016

105 : RESEARCH METHODOLOGY

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

- N.B. :—**
- (i) Question Nos. 1 and 6 are compulsory.
 - (ii) Attempt any *three* questions from the remaining questions.
 - (iii) Figures to the right indicate full marks.

1. (a) 'The research process involves a series of interrelated and intricate steps.' Does every research study necessarily need to satisfy all conditions and be carried out in the sequence ? Explain. [10]
- (b) Prepare a frequency distribution table for the following observations of weight (in grams) of potatoes produced in a farm. [5]

Consider class interval as 10-15, 16-20, 21-25, 26-30

12, 26, 18, 21, 24, 11, 13, 34, 56, 60

42, 29, 58, 23, 17, 19, 37, 32, 54, 49

26, 30, 45, 42, 18, 20, 29, 57, 11, 17

48, 39, 49, 40, 53, 52, 12, 23, 10, 17

41, 37, 51, 45, 17, 18, 27, 33, 38, 41

- (c) Draw the Bar chart for the above data. [5]

P.T.O.

2. 'Hypotheses are the guiding force in any research study.' Justify and explain. [10]
3. Discuss the merits and demerits of the following methods of Primary Data Collection : [10]
- (a) Mail Survey
 - (b) Telephone Interview
 - (c) Personal Interview.
4. How are research designs classified ? What are the distinguishing features of each ? Differentiate by giving appropriate examples. [10]
5. Design a questionnaire to assess the 'Use of Social Media' among the rural youth. [10]
6. Write short notes on (any *four*) : [20]
- (a) Types of Research
 - (b) Sampling Methods
 - (c) Motivation in Research
 - (d) Report Writing
 - (e) Focus Groups.

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[4973]-106

MMM (First Semester) EXAMINATION, 2016

106 : 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 consumer behaviour ? Explain with suitable applications.
2. Discuss Engel Blackwell model of consumer behavior with suitable example.
3. What is market segmentation ? Discuss advantages of segmenting the market.
4. What is the difference between primary and secondary data ? What are major sources of secondary data ?
5. While purchasing a car, which are the variables which affect your decision making behavior ? How.

P.T.O.

6. Explain with suitable example Maslow's hierarchy of needs.
7. Write short notes on (any *two*) :
- (a) Bases for market segmentation
 - (b) Attitude changing strategies
 - (c) Focus group
 - (d) Celebrity endorsements.

Total No. of Questions—7]

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[4973]-201

M.M.M. (Second Semester) EXAMINATION, 2016

SERVICES MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Q. No. 7 is compulsory.

(ii) Attempt any *four* from Q. Nos. 1 and 6.

(iii) *All* questions carry equal marks.

1. Describe how marketing of services is different from marketing of physical products. Discuss by quoting suitable examples.
2. What are the main approaches adopted while pricing the services. Explain each approach in detail.
3. Explain SERVQUAL model for services quality. How does it help the marketer to deliver quality service ?
4. Which are different distribution channels for services marketing ?
5. Discuss the extended Ps of services marketing. Do you think physical evidence really matters. Quote examples for your opinion.
6. Write short notes (any *two*) :
 - (a) Classification of services
 - (b) Personal selling
 - (c) Service marketing triangle.

P.T.O.

7. Mr. Phadnis retired 10 yrs ago from the local municipal service. Since then, putting his experience of working in the water works department to good use, he has been running water-tank cleaning business. He employs a team of 2 supervisors, 10 workers and menial staff to carry out the cleaning (and minor maintenance) of water storage tanks on periodic basis. Amongst his fast enlarging clientele are housing societies and bungalows. Of late he has been making a note of some rapidly changing features of the business hs is in :

- (a) Water tanks are partly/fully underground or above loft or on the terraces.
- (b) Their design prevents entry of foreign material like dust, but if presents problem for the cleaning staff who suffer from poor ventilation and illumination.
- (c) Store tanks are so large/deep that special equipment and expertise is growingly becoming necessary. This requires more investment and training of the personnel.
- (d) Adhering to fixed schedules is expected by customer. Many times he has to encuse his inability to meet the schedule at which customers become annoyed.

Question :

Suggest a comprehensive services marketing plan to Mr. Phadnis.

Total No. of Questions—7]

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[4973]-202

M.M.M. (Second Semester) EXAMINATION, 2016

202 : RETAIL MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

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

1. Define retailing. Discuss challenges before Modern retailing formats in India.
2. Enlist different stages involved in consumer buying process with the help of suitable examples.
3. Explain the concept of store layout in detail. Discuss the different types of layouts.
4. What are the factors that affect selection of a retail location ? Explain with suitable example.
5. A retailer selling cars intends to launch a pre-festive season sales promotion scheme with an objective to reward loyal consumers. Give various options one may suggest with justification.

P.T.O.

6. Describe the need of Technology in retail. Discuss the factors affecting the use of technology in retail operation.
7. Short notes (any *two*) :
- (i) Career in retailing
 - (ii) Bar coding
 - (iii) Store and non-store retailing
 - (iv) Store facade.

Total No. of Questions—7]

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[4973]-203

M.M.M. (Second Semester) EXAMINATION, 2016
SALES MANAGEMENT AND PERSONAL SELLING
(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

N.B. :— (i) Attempt any *five* from the following.

(ii) *All* questions carry equal marks.

1. What is the difference between sales and marketing ? Explain various functions of sales management.
2. How sales training will help in personal and organizational growth— Discuss. Also explain various methods of sales force training.
3. State and discuss various steps and strategies in selling following products with necessary assumptions :
 - (a) Ready to cook-eatables
 - (b) Android mobile phons.
4. What is the role of recruitment and selection in enhancing the efficiency of the organization ? Discuss the sources of recruitment.

P.T.O.

5. How motivation of sales force is the most important thing in any organization ? Explain various motivational techniques of the sales force.

6. What is sales forecasting ? Explain the methods of sales forecasting

7. Write short notes (any *two* from the following) :
 - (a) Sales Organization
 - (b) Value Added Selling
 - (c) Sales Contests.

Total No. of Questions—7]

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[4973]-204

M.M.M. (Second Semester) EXAMINATION, 2016

204 : DISTRIBUTION MANAGEMENT AND LOGISTICS

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. “Physical Distribution is an important element of Marketing Mix.” Justify with suitable examples.
2. What is the need for “Marketing Channels” ? Elaborate the functions of Marketing Channels.
3. Which are the distinctive considerations used in creating channels for Consumer Goods, Industrial Goods and Services ? Explain by giving examples.
4. ‘Reverse Logistics competency is a result of worldwide attention to environmental concerns’. Comment and support your answer with suitable illustrations.
5. Identify the major types of wholesalers and give examples of each. Which functions are performed by the wholesalers ?

P.T.O.

6. Dr. Reddy's Laboratories Limited is a famous Pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their distribution channels. What are the criteria of channel performance they should look for ? What should be the distribution strategies they should design to have larger market share ? Advise.
7. Write short notes on any *two* of the following :
- (a) Multichannel Marketing
 - (b) Material Handling
 - (c) Trends in Wholesaling
 - (d) Channel Conflicts.

Total No. of Questions—7]

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[4973]-205

MMM (Second Semester) EXAMINATION, 2016

MARKET RESEARCH

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Define Market Research. Explain its nature, scope and limitations.
2. Natural Dairy Ltd. is planning to launch a new flavor of ice cream and wants to get a snapshot of the potential market. The ice cream has a tender coconut-chocolate flavor with mixed in almonds and is aimed at the premium market. Develop a detailed market research project for Natural Dairy Ltd. make necessary assumptions.
3. Explain the following techniques of market research
 - (a) Retail store Audit
 - (b) Test marketing.
4. Enlist and discuss various scales of measurement used in marketing research.

P.T.O.

5. Distinguish between primary data and secondary data. Also explain their advantages and disadvantages.
6. Define sampling. Enlist various probability and non-probability sampling methods. Discuss non-probability sampling methods in detail.
7. Write short notes (*Any two*) :
 - (a) Focus group interviews
 - (b) Report writing
 - (c) Applications of Market Research.

Total No. of Questions—7]

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[4973]-206

MMM (Second Semester) EXAMINATION, 2016

206 : RELATIONSHIP MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Trace the evolution of Relationship based marketing from the Traditional based marketing in the Indian Context.
2. The use of Customer Database is helpful in Enhancing Relationship Marketing. Discuss with example.
3. What do you understand by 'Classification of Customers into different profit tiers' ? Explain with examples.
4. How is Physical Distribution System benefitted by the use of Relationship Marketing Principles ? Explain describing situations in Corporate World.
5. Describe four levels of Customer Retention Strategies and give appropriate examples of each type.

P.T.O.

6. Describe various levels of Customer Profitability Analysis.
7. Write short notes on (any *two*) :
- (a) Buyer-Seller Relationship
 - (b) Database Marketing
 - (c) Mass Communication
 - (d) On-line Marketing and Relationship Building.

Total No. of Questions—**6**]

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[4973]-301

MMM (Third Semester) EXAMINATION, 2016

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. (**16** marks each)

1. What do you believe makes foreign business activities more complex than purely domestic ones ?
2. What are the objectives of International Marketing ? What are its challenging aspects ?
3. Explain various pricing strategies in International Marketing.
4. Effective International Marketing Research is crucial to prevent marketing failures'. Justify the statement with suitable examples.
5. Write short notes on (any *two*) :
 - (a) Country Risk Analysis
 - (b) Joint Venture as an Entry Strategy
 - (c) Socio-Culture Environment of Country
 - (d) International PLC.

P.T.O.

6. Case Study :

Systematic Analysis and Logical reasoning will be given due weight age :

In a slowing Indian car market, Honda Motor Company plans to launch three vehicles including an MPV within a year and is even looking at the possibility of building a car in the country for the country by beefing up its local R&D team.

Company plans a fourth generation Honda and a new Jazz hatchback and Mobilio, a multipurpose vehicle that will take on Maruti's Ertiga, over the next 12 months.

The made-in-India car—a small car to be built by Indian R&D team—is, however, some time away, that is because a car for Indian roads with Indian pricing will have to be developed from scratch.

Company's senior official, who is responsible for development purchasing and production for the region said that he spends most of his time in India and added that there is a demand for a vehicle with three rows of seats with right pricing.

After the proposed three launches, Honda will compete with market leader Maruti Suzuki in at least 50% of the Indian car market. Studies are going on to launch Vezel, Honda's latest SUV to take on Renault's Duster in India by 2015. The carmaker is one of the few automobile majors who are bullish about India and has increased market share in the Indian market, which has slowed down considerably.

Honda has ambitious plans, which will see the company double its capacity to 3,00,000 cars in the country by expanding its plant in Uttar Pradesh and building a proposed plant in Rajasthan. Amaze drove Honda Motor Company back into contention in India. The sedan, which took a direct shot at Maruti Suzuki's Swift Dzire, the segment leader by a huge margin, has enabled Honda to almost double its market share in India to 4.92% for the current fiscal year from 2.88% in FY13. Honda, on the back of Amaze sales, has already overtaken its total sales for last fiscal within just eight months. Honda Cars India raised about \$40 million to meet capital expenditure. Asian Honda Motor infused additional equity of 1,300 crore in the firm in coming March to meet capex for the next three years.

Questions :

- (1) Why do companies such as Honda Motor target emerging markets ? Do you agree with this strategy ?
- (2) How do you think other Car Makers in this market will/should react to this development ?

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[4973]-302

M.M.M. (Third Semester) EXAMINATION, 2016

LAWS RELATED TO MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What do you understand by “capacity to contract”. What is the effect of agreement made by persons not qualified by contract.
2. Define sale, under sale of Good Act 1930 and also distinguish between sale and agreement to sale.
3. What is Endorsement ? Explain various types of Endorsement ?
4. State various objectives of I.T. Act, 2000. Also explain provision relating to Digital Signature and Electronic Governance.
5. Define the terms Consumer and Consumer Dispute, Elaborate various rights of consumer under Consumer Act.

P.T.O.

6. Explain copyright and patents and procedure for obtaining the same.
7. Write short notes on any *two* :
- (i) Free Consent
 - (ii) Bill of Exchange
 - (iii) Fundamentals of VAT
 - (iv) Principal and Agent
 - (v) Trade Mark.

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[4973]-303

MMM (Third Semester) EXAMINATION, 2016

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. Discuss importance of mutual funds for small investors. Explain various types of mutual funds.
2. How various insurance schemes help individuals in the process of financial planning ? Explain with examples.
3. Explain different financial services in India. How are they managed ?
4. Describe banking structure in India and impact of technology of bank marketing.
5. Explain the following concepts :
 - (a) Cross selling
 - (b) Housing finance.

P.T.O.

6. Discuss role and responsibilities of asset management company.

7. Write short notes on (any *two*) :

(a) Venture captial

(b) IRDA

(c) Credit Card

(d) Registrar.

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[4973]-304

MMM (Third Semester) EXAMINATION, 2016

MARKETING COMMUNICATION

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain the concept of Integrated Marketing Communication (IMC) along with the process of IMC with appropriate example.
2. Define advertising and discuss various types and functions of advertising with suitable examples.
3. What is media planning ? Discuss in detail various stages involved in media planning.
4. Discuss the types and techniques of sales promotion and elaborate the role of advertising in sales promotion.
5. Design a Print Advertisement copy for the following :
 - (a) Laptop
 - (b) DTH Service Provider.

P.T.O.

- 6.** Draw an organizational structure of an Advertising Agency and discuss roles of various departments.
- 7.** Write short notes on (any *two*) :
- (a) Social Implications of advertising
 - (b) Online marketing
 - (c) Advertising budgeting methods
 - (d) AIDA model.

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[4973]-305

MMM (Third Semester) EXAMINATION, 2016

305 : RETAIL OPERATIONS MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. What is Retail Logistics ? Discuss the reasons for the emergence of supply chain management.
2. What are the elements of merchandise planning ?
3. Define private label brand. Give *five* examples of private label brands. Why do retailers prefer private label brands ?
4. Explain the role of CRM in retail. Design CRM program for a Kirana store in your locality.
5. What is inventory shrinkage ? How retailers can reduce shrinkage from shop lifting and employee theft ?

P.T.O.

6. You have been appointed as stores manager of a newly established super market. Design stores promotional strategy to increase sales.
7. Write short notes on (any *two*) :
- (a) Shelf Management
 - (b) Vendor Development
 - (c) Range Planning.

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[4973]-401

M.M.M. (Fourth Semester) EXAMINATION, 2016

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. Describe new product development process emphasizing concept development or concept testing.
2. What do you mean by Branding. What brand elements would you consider for establishing brand identity ?
3. What is customer analysis. Discuss the role of customer analysis in developing product strategy.
4. Define 'product'. Discuss various product-line decisions taken by a product manager.
5. 'Products increase customer choice, while brands simplify it'. Elaborate this statement in context to brand positioning.

P.T.O.

6. Discuss how the brand-Cadbury's Dairymilk leverages secondary associations.

7. Attempt any *two* short notes :
 - (a) Brand extension
 - (b) Planning for involvement in international markets
 - (c) Factors influencing design of product
 - (d) Sales forecasting.

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[4973]-402

M.M.M. (Fourth Semester) EXAMINATION, 2016

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 answer should be specific and to the point.
(v) Support your answer with suitable live examples.

1. Explain how Porter's five forces model helps in formulating marketing strategies. [14]
2. "Marketing audits play an important role in formulation of marketing strategies." Do you agree to the statement ? Justify your opinion with proper examples. [14]
3. Define the term 'Strategic Marketing Management'. Explain its objectives and importance. [14]
4. "Vision, Mission, Objectives and Goals highly influence strategy formulation." Discuss. [14]

P.T.O.

5. "Implementing Marketing Strategies in Service Sector is a challenging job." Explain in detail with examples. [14]
6. Short notes (any *two*) : [2×7=14]
- (a) Strategic Planning
 - (b) SWOT Analysis
 - (c) Marketing Strategies for ITES Industries
 - (d) GE 9 Cell Model
7. Dr. Sukumar inherited his father's Dey's Lab in Delhi in 1995. Till 2002, he owned 4 labs in the National Capital Region (NCR). His ambition was to turn it into a National chain. The number increased to 7 in 2003 across the country, including the acquisition of Platinum lab in Mumbai. The number is likely to go to 50 within 2-3 years from 21 at present. Infusion of Rs. 28 crores for a 26 % stake by Pharma Capital has its growth strategy. The lab with a revenue of Rs. 75 crores is among top three Pathological labs in India with Atlantic (Rs. 77 crores) and Pacific (Rs. 55 crores). Yet its market share is only 2% of Rs. 3, 500 crores market. The top 3 firms command only 6% as against 40-45% by their counterparts in the USA. There are about 20,000 to 1,00,000 stand-alone labs engaged

in routine pathological business in India, with no system of mandatory licensing and registration. That is why Dr. Sukumar has not gone for acquisition or joint ventures. He does not find many existing laboratories meeting quality standards. His six labs have been accredited nationally whereon many large hospitals have not thought of accreditation. The College of American Pathologists accreditation of Dey's lab would help it to reach clients outside India. In Dey's Lab, the bio-chemistry and blood testing equipment's are sanitized every day. The bar coding and automated registration of patients do not allow any identity mix-ups. Even routine tests are conducted with highly sophisticated systems. Technical expertise enables them to carry out 1650 variety of tests. Same day reports are available for samples reaching by 3 p.m. and by 7 a.m. next day for samples from 500 collection centres located across the country. Their technicians work round the clock, unlike competitors. Home services for collection and reporting is also available.

There is a huge unutilized capacity. Now it is trying to top other segments. 20% of its total business comes through its main laboratory which acts as a reference lab for many leading hospitals. New mega labs are being built to encash preclinical and multi-center clinical trials questions.

Answer the following questions :

- (i) What vision Dr. Sukumar had at the time of inheritance of Dey's lab ? Has it been achieved ?
- (ii) For growth what business strategy has been adopted by Dr. Sukumar ?
- (iii) What is the marketing strategy of Dr. Sukumar to overtake its competitors ?
- (iv) In your opinion what could be the biggest weakness in Dr. Sukumar's business strategy ?

Total No. of Questions—7]

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[4973]-403

MMM (Fourth Semester) EXAMINATION, 2016

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

Time : Three Hours

Maximum Marks : 70

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

(ii) Figures to the right indicate full marks.

1. Justify the Exporting as an effective Market Entry strategy for any firm with the help of suitable examples. [14]
2. (a) Write a note on incentives relating to exports. [8]
(b) What are the Preliminaries for starting exports ? [6]
3. (a) What are the relevant documents for transportation of goods ? [9]
(b) What are the documents for customs clearance of goods ? [5]
4. “Letters of Credit have been a cornerstone of international trade”. Elucidate the statement stating the various types of Letter of credit (LC). [14]
5. “Foreign Exchange Exposure is the sensitivity of the real domestic currency value of assets, liabilities, or operating incomes to un-anticipated changes in exchange rates”. Discuss the techniques of managing risks. [14]

P.T.O.

6. Explain the Financial and fiscal incentives provided by government. [14]
7. Write notes on any *two* of the following : [2×7]
- (a) Institutional support
 - (b) Content of Bill of Lading
 - (c) Aligned Documentation System
 - (d) Certificate of Origin
 - (e) Legalization and Attestation of Documentations.

Total No. of Questions—7]

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[4973]-404

MMM (Fourth Semester) EXAMINATION, 2016

404 : DIRECT MARKETING

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal marks.

1. Explain Concept, Growth, Benefits and Limitations of Direct Marketing.
2. Describe the concept of CRM and advantages of e-CRM over it.
3. Discuss the unique characteristics Direct Mail and Phone as an addressable media.
4. Explain the advantages of the following in detail :
 - (a) Automatic Vending Machine
 - (b) Kiosk Marketing.
5. Explain online web advertisement. Evaluate its merits over direct mail advertising.
6. Elaborate government's initiative in data protection and privacy.

P.T.O.

7. Write short notes on (any *two*) :
- (a) Catalogue Marketing
 - (b) Interactive TV
 - (c) Multi-Level Marketing (MLM)
 - (d) Exhibition-Trade Fairs.

Total No. of Questions—7]

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[4973]-405

MMM (Fourth Semester) EXAMINATION, 2016

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 a National level organization manufacturing tyres.
2. List and Explain various factors affecting Industrial demand.
3. Discuss in detail organizational Buying Decision Process. Give examples.
4. “Relationship marketing and Personal selling are very important in Industrial marketing”. Comment.
5. Discuss various factors that influence the pricing of Industrial products.
6. Explain with suitable examples the classification of Industrial products.

P.T.O.

7. Write short notes (any *two*) :
- (a) Original equipment manufacturer (OEM)
 - (b) Industrial purchasing system.
 - (c) Publicity and sponsorships.
 - (d) Industrial product life cycle.

Total No. of Questions—7]

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[4973]-406

MMM (Fourth Semester) EXAMINATION, 2016

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.

1. Discuss the scope and limitations of Rural Marketing in India.
2. Suggest a Marketing–Mix for a new brand of organic manure ‘UTKARSHA’ for all India marketing to be launched in the next three months.
3. Explain the Role of government in Agricultural Development.
4. Describe the emerging branches of Agri–business with relevant examples.
5. What do you understand by ‘Agri–input’ ? Explain with the help of appropriate examples.

P.T.O.

6. Explain supporting services for Export of Farm-products. Give examples.
7. Write short notes on (any *two*) :
- (a) Classification of products in rural marketing
 - (b) Recruitment of Human Resources in Agri-marketing
 - (c) Differentiate between Agricultural and consumer marketing
 - (d) Co-operative Marketing in India.