

Total No. of Questions : 5]

SEAT No. :

P4438

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[4983]-101

P.G. D.M.M. (Semester - I)

101 : MARKETING MANAGEMENT

(2013 Pattern)

Time : 3 Hours]

[Maximum 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 Core Concepts of Marketing? Explain in brief. **[10]**

OR

b) “The Marketing of Services is one of the fastest growing areas of Marketing & Distribution. “Comment. **[10]**

Q2) a) Discuss in detail 4P’s of Marketing Mix. **[10]**

OR

b) Discuss various “Macro Environmental” factors to be considered while analyzing Marketing Environment. **[10]**

Q3) a) What is Market Segmentation? What are the benefits & Limitations of Market Segmentation? **[10]**

OR

b) What is Consumer Behaviour? Explain the importance & factors influencing Consumer Behaviour in Marketing. **[10]**

P.T.O.

Q4) a) What are the various stages of New Product development? What are the reasons for failure of a New Product? **[10]**

OR

b) “Packaging is the 5th Important element of Marketing Mix.” Explain. **[10]**

Q5) a) What is Sales Promotion? Explain various tools of Sales Promotions for Consumer Promotion. **[10]**

OR

b) Define Price? Describe various Pricing methods. **[10]**



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[4983]-102

P.G. D.M.M. (Semester - I) (CBCS)

102 : MARKETING RESEARCH

(2013 Pattern)

Time : 3 Hours]

[Maximum 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 is Marketing Research? Describe the classifications of Marketing Research. **[10]**

OR

b) Explain the steps in research to study the customer perception towards Online-Shopping in Pune city. **[10]**

Q2) a) What is Advertising Research? Explain copy testing and media research in advertising. **[10]**

OR

b) Explain the various marketing research techniques adopted by companies. **[10]**

Q3) a) What are Attitude Scales? Explain Nominal, Ordinal, Interval and ratio scales with appropriate examples. **[10]**

OR

b) Explain the semantic differential scales and Likert Scales with suitable examples. **[10]**

P.T.O.

Q4) a) Read the case given below and answer questions given at the end -

You work in the marketing research department of Bking, a fast food firm known for its quality and competitive pricing. Bking has developed a new cooking process that makes burgers taste better. However before the new burger is introduced in the market taste tests will be conducted?

Design a Questionnaire to obtain feedback post taste tests from the target respondents comprising the young college goers. **[10]**

OR

b) What do you mean by questionnaire? State and explain the construction. **[10]**

Q5) a) Explain the steps of marketing research project on customer satisfaction of HONDA Two wheeler. **[10]**

OR

b) i) What do you mean by the concept of hypothesis? Explain the procedure in hypothesis testing.

ii) A Sample of 75 Post Graduate Management students of a college was taken and the information was obtained on their starting salary. The mean monthly starting salary was found to be Rs 35,500 with standard deviation of Rs 1260. The past data on the starting salary has given a mean value of Rs 35,000. Using a 5% level of significance, can we conclude that the average starting salary is different from Rs 35,000?

Calculated value of z is 0.396 and critical value of z is 2.131. Then interpret the results whether null hypothesis accepted or rejected?

[10]



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[4983]-103

P.G. D.M.M. (Semester - I) (CBCS)

103 : CONSUMER BEHAVIOUR

(2013 Pattern)

Time : 3 Hours]

[Maximum 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 for that 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 wherever necessary.*

Q1) a) Discuss the different Lifestyle Profiles in social class.

OR

b) Describe in brief traditional lifecycle stages of consumer.

Q2) a) Elaborate the marketing implications of information processing.

OR

b) Explain the term "Attitude". Discuss the characteristics of attitude.

Q3) a) What is Post purchase Dissonance? Discuss the conditions which lead to dissonance.

OR

b) Elaborate on :

- i) Consumer satisfaction & dissatisfaction.
- ii) Consumer complaint behavior.

P.T.O.

Q4) a) Discuss the Engel Blackwell Miniard Consumer behavior model.

OR

b) Discuss the types of strategies for changing attitude.

Q5) a) Explain the Purchasing pattern in the context of Brand Loyalty & impulse purchasing.

OR

b) Discuss in detail :

i) Consumerism.

ii) Self concept.



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SEAT No. :

P4441

[Total No. of Pages : 2

[4983]-104

P.G.D.M.M. (Semester - I)

**104 : INTEGRATED MARKETING COMMUNICATIONS
(2013 Pattern)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) All questions are compulsory.*
- 2) Each questions has an internal option.*
- 3) Each question carries 10 marks.*
- 4) Figures to the right indicate marks for that questions / sub question.*
- 5) Your answer 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) Explain concept and process of Integrated Marketing Communications (IMC). **[10]**

OR

- a) Explain ELM model. **[5]**
- b) Discuss Push & Pull strategy. **[5]**

Q2) a) What are the various functions of Advertising? **[5]**
b) Explain Client Agency Relationship. **[5]**

OR

What are the different appeals in advertising? **[10]**

Q3) a) What is Sales Promotion? **[2]**
b) What are the various techniques used in Trade promotion? **[8]**

OR

- a) Define PR - Public relation. **[2]**
- b) Discuss various tools of Public relation. **[8]**

P.T.O.

Q4) What are the recent Trends in sponsorship for reality shows and TV serials.[10]

OR

Discuss recent trends in Product placement on television. [10]

Q5) What are various methods for measurement of advertising effectiveness?[10]

OR

Discuss in detail the need and Significance of IMC evaluation and control.[10]



Total No. of Questions : 5]

SEAT No. :

P4442

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[4983]-201

P.G. D.M.M. (Semester - II) (CBCS)

201 : SERVICES MARKETING

(2013 Pattern)

Time : 3 Hours]

[Maximum 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) Discuss the various characteristics of services. **[10]**

OR

b) Give the difference between Consumer and Industrial services. **[10]**

Q2) a) There are various factors involved in pricing a service product. Comment **[10]**

OR

b) Discuss the role of Relationship Marketing in promoting services. **[10]**

Q3) a) Is training and Development necessary in a service sector? **[10]**

OR

b) What are the various strategies adopted to manage inconsistency in service provided? **[10]**

P.T.O.

Q4) a) Write a note on Customer Satisfaction with reference to services marketing. [10]

OR

b) What are the parameters involved under Service Guarantee? [10]

Q5) a) Describe the term E-services in detail. [10]

OR

b) Is quality in service important? How is performance of service evaluated? [10]



Total No. of Questions : 5]

SEAT No. :

P4443

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[4983]-202

P.G.D.M.M. (Semester - II)

202 : SALES AND DISTRIBUTION MANAGEMENT

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:-

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

Q1) a) Write the definition, meaning and objectives of Sales Management. Also discuss the current trends in Sales Management.

OR

b) Explain the concept of Personal Selling. Discuss how the Sales force can be motivated.

Q2) a) Discuss the need for Sales Organizations. Explain the concept of Sales territory.

OR

b) Describe the concept of Sales forecasting. Also explain the evaluation of Sales force.

Q3) a) Define & explain Marketing channels. Discuss the different forms of Channels.

OR

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

P.T.O.

Q4) a) Describe the importance and types of wholesalers. Explain the functions of wholesaler.

OR

b) Discuss the concept and significance of Supply Chain Management.

Q5) a) Describe the importance of channel information system in today's business world.

OR

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



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SEAT No. :

P4444

[Total No. of Pages : 2

[4983]-203

P.G.D.M.M.

**203 : CUSTOMER RELATIONSHIP MANAGEMENT
(2013 Pattern)**

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:-

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

Q1) Differentiate between Transaction Marketing and Relationship Marketing.

OR

Describe the process of CRM. Also discuss the types of CRM.

Q2) Explain the concept of 'Customer Life Cycle.' Also discuss how to manage customer relationship through the stages of customer Life Cycle.

OR

Discuss : Loyalty management. Also describe the key principles of relationship management.

Q3) Discuss the framework for building CRM strategy.

OR

Explain how planning is done for CRM.

P.T.O.

Q4) Discuss how assessment of Loyalty programmes can be carried out. Also explain the concept of customer value.

OR

Explain the Recency Frequency Monetary (RFM) value model.

Q5) Discuss - 'eCRM'.

OR

What is Database Marketing. Explain by giving appropriate examples.



Total No. of Questions : 5]

SEAT No. :

P4445

[Total No. of Pages : 2

[4983]-204

P.G.D.M.M. (Semester - II)

204 : STRATEGIC BRAND MANAGEMENT

(2013 Pattern)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) All questions are compulsory.*
- 2) Each question carrying 10 marks.*
- 3) Each question has an internal option.*

Q1) What is brand management? Explain various challenges of branding. **[10]**

OR

Explain the concept of power brand and super brand in detail. **[10]**

Q2) Write in detail brand building framework by Ramanuj Mujumdar? **[10]**

OR

Explain brand positioning strategy by Youngme Moon. **[10]**

Q3) What is co-branding? Also explain Ingredient branding. **[10]**

OR

Explain in detail the celebrity Endorsement. **[10]**

P.T.O.

Q4) What is brand loyalty and brand switching? **[10]**

OR

What is brand equity? Explain any one brand equity model. **[10]**

Q5) What is the difference between brand revitalization and rebranding? **[10]**

OR

What is brand extension? Give suitable example of brand extension. **[10]**

