

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
-------------	--

[4983]-11

**P.G.D.M.M. (Semester-I) EXAMINATION, 2016**  
**BASICS OF MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

1. Define marketing and discuss the functions of marketing.
2. Discuss the steps of the Buyer Decision Process for a consumer who is buying a four wheeler for the first time.
3. Why is the study of Marketing Environment important? Elaborate on the concepts of market potential and market share.
4. Design the marketing mix for a company that deals in “cut, clean and packed vegetables”.
5. Discuss the benefits of segmentation and discuss the concepts of unique selling proposition and differentiation.
6. Why are marketing controls important ? Discuss marketing audit in detail.
7. Write short notes on (any *two*) :
  - (a) Customer based organizations
  - (b) Extended P's of the marketing mix
  - (c) Customer satisfaction.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
-------------	--

[4983]-12

**P.G.D.M.M.(Semester-I) EXAMINATION, 2016**  
**SALES MANAGEMENT**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

1. “Sales management is always a focus area of management in many companies.” Explain the role of sales management & its functions.
2. Sales department needs a specific manpower organisation. Analyse the sales organisation needed for midsize FMCG company.
3. Due to intensive competition marketers find it challenging to prepare a sales forecast. What are the various methods of forecasting used by marketers ?
4. “Success of a sales team largely depends on level of motivation of team members.” Discuss.
5. “Right selection of Sales people is necessary for an organisation.” What are the steps companies take for selection and recruitment of sales team ?
6. Sale force performance can be achieved through proper control and evaluation systems. Explain.
7. Write short notes on (any *two*) :
  - (a) Selling of mobile handsets
  - (b) Relationship Selling
  - (c) Qualities of a Salesman
  - (d) Sales quota.

[4983]-12

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
-------------	--

[4983]-13

**P.G.D.M.M. (First Semester) EXAMINATION, 2016**  
**103 : LAWS RELATING 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 is breach of contract ? What are the various remedies available to a party in case of breach of contract ?
2. Define unpaid seller. What are his rights under the Sale of Goods Act ?
3. Explain the procedure for registration of a Trade Mark. What are its benefits ?
4. What is the jurisdiction of District Forum ? In what manner is a complaint filed before it ? What procedure is followed by it after receiving a complaint ?
5. State and explain the objectives, salient features and scope of the Information Technology Act, 2000.
6. Explain the distinguishing features of Promissory Notes, Bills of Exchange and cheques.
7. Write short notes on any *two* of the following :
  - (a) Caveat Emptor
  - (b) Free consent
  - (c) Value Added Tax—implications for marketing.
  - (d) Labeling and packaging.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
-------------	--

[4983]-21

**P.G.D.M.M. (Semester-II) EXAMINATION, 2016**  
**201 : RETAIL AND DISTRIBUTION MANAGEMENT**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Answer any *five* questions.  
(ii) *All* questions carry equal marks.  
(iii) Give suitable and appropriate examples wherever necessary.

1. What is 'Marketing Channels' ? Give importance and functions of Marketing Channels. [14]
2. Discuss concept and importance of Wholesalers and the functions of Wholesalers. [14]
3. What is Retailing ? Give importance and functions of retailing. Discuss Indian Vs Global Scenario of retailing with examples. [14]
4. Discuss different types of store Retailing Formats. [14]
5. Write a detailed note on 'Private label brands'. [14]
6. Discuss Horizontal, Vertical and Multichannel Marketing Systems. [14]
7. Write notes on any *two* of the following : [14]
  - (a) Franchising
  - (b) Technology in distribution
  - (c) Store Facade.

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
-------------	--

[4983]-22

**P.G.D.M.M. (II Sem.) EXAMINATION, 2016**  
**202 : INTEGRATED MARKETING COMMUNICATION**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) All questions carry equal marks.

(iii) Figures to the right indicate the marks.

1. Explain how advertising and publicity support each other with proper example. [14]
2. State importance of sales promotion. Explain different types of sales promotion tools. [14]
3. Explain AIDA model with proper example. [14]
4. Media management is very important for success of any advertising campaign. Justify with suitable example. [14]
5. Discuss the advertising agency structure. Explain various functions performed by different departments of advt. agency. [14]
6. Formulate any social responsibility based campaign. Justify your answer. [14]
7. Write short notes on (any *two*) : [14]
  - (a) Event management
  - (b) Trade fair and exhibition
  - (c) Evaluation of IMC
  - (d) Personal selling.

[4983]-22

Total No. of Questions—7]

[Total No. of Printed Pages—1

Seat No.	
-------------	--

**[4983]-23**

**P.G.D.M.M. (Semester II) EXAMINATION, 2016**

**203 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Figures to the right indicate full marks.

1. Describe classification of services with good examples. [14]
2. Explain the role of Services Marketing in Indian and Global Scenario. [14]
3. What is Service Positioning ? Explain Service differentiation. [14]
4. What are the 7P's of Services Marketing ? [14]
5. Describe Service delivery process with an example. [14]
6. Write short notes on any *two* : [14]
  - (i) Service Blueprint
  - (ii) Service Failure and Recovery
  - (iii) E-Services.
7. Explain self-service technology in detail. [14]