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SEAT No. :

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

101 : BASICS OF MARKETING

(2008 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) a) Bring out the differences between marketing and selling.
b) Explain need want and demand with relevant examples.

Q2) Define consumer Behaviour and discuss the Information search and Evaluation of Alternatives steps of the Buyer Decision process in detail.

Q3) Discuss the micro Environmental factors which are likely to affect the marketing activities of on organization.

Q4) Define segmentation. Discuss geographic and psychographic bases of segmentation with suitable examples.

Q5) You are the Marketing manager of the company. Design the marketing mix for
a) Bath soap
b) A three star Hotel

Q6) Discuss the contents of a good marketing plan.

Q7) Write short notes on (any 2)
a) Functional organization
b) Need for marketing control
c) Marketing Audit



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

102 : SALES MANAGEMENT

(2008 Pattern)

Time :3. Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Discuss the following types of sales organisation.

- a) Product based sales organisation
- b) Geographical sales organisation

Q2) You have been appointed as consultant to recruit sales force for Indian - American Insurance partnership firm' suggest suitable recruitment plan.

Q3) Companies give lot of importance to sales management' Explain the reason for importance.

Q4) 'Sales manager has to regularly evaluate and control the selling activity' Explain the statement by referring to various methods of sales control.

Q5) Discuss the role of sales training and explain various methods of sales force training.

Q6) What is sales forecasting? Explain various methods of sales forecasting and state the merits and demerits of each method.

Q7) Write short notes (Any two):

- a) Responsibilities and functions of sales manager.
- b) Value added selling
- c) Sales Budget
- d) Role of Relationship marketing



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

103 : LAWS RELATING TO MARKETING

(2008 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Briefly explain the duties of an agent towards his principal. What are his rights against the principal?

Q2) Define the term 'Sale' and 'agreement to sell' and distinguish between the two. Give examples.

Q3) Explain offences and penalties under trade marks Act.

Q4) What is the composition of the National commission? What is its jurisdiction and what procedure does it follow to settle any complaint?

- Q5)**
- a) Explain the process of obtaining Digital signature certificate.
 - b) Is 'hacking with the computer system' an offence under the Information technology Act?

Q6) Define a cheque. What do you mean by crossing of a cheque? What are the penalties in case of dishonour of certain cheques for insufficiency of funds?

Q7) Write short notes on any two of the following:

- a) Essentials of a valid contract
- b) Rights of an unpaid seller.
- c) Legal provisions related to copyright.
- d) Drug Adulteration



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

201 : RETAIL & DISTRIBUTION MANAGEMENT

(2008 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any five questions.*
- 2) All questions carry equal marks.(i.e. 14 marks each)*

Q1) What are the different marketing channel strategies companies adopt?

Q2) Who is a wholesaler? What are the function of a Wholesaler?

Q3) 'A Retailer is the final link in the distribution chain'.Write the function of a retailer.

Q4) What are the different types of retail formats? Explain with the help of examples.

Q5) 'The choice of retail locations could be a key factor contributing to Retail success.' What are the different types of location options to choose from?

Q6) 'The store design and layout is critical to enhance customer experience'.Write a detailed note describing the types of store designs.

Q7) What are the different tools of communication (communication - mix) retailers could use to transmit messages and encourage customer buying?



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

**202 : INTEGRATED MARKETING COMMUNICATION
(2008 Pattern)**

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

- Q1)** Define Advertising.Explain 'Classification of Advertising' with supporting examples.
- Q2)** Draw organisation structure of an Ad Agency. Explain role of each department in compaign or communcation process of any brand.
- Q3)** Develop a suitable advertising compaign for following products.
- a) Mineral water
 - b) Broadband service. (Make necessary assumptions)
- Q4)** Explain role played by 'Direct Marketing' in Communication Mix. Discuss methods of Direct Marketing used by a Firm.
- Q5)** Discuss the role and functions of a 'Public Relation Officer'. Explain in brief various PR Techniques used by Companies.
- Q6)** Disign a Print Advertisement Copy for:
- a) Launch Advertisement by Low cost Smartphone (Android) Company.
 - b) New Soft drink to be launched during the World Cup 2015
- Q7)** Write short notes (Any two)
- a) Celebrity Endorsement
 - b) Reach and Frequency
 - c) Online advertising
 - d) AIDA



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

203 : SERVICES MARKETING

(2008 Pattern)

Time :3 Hours]

[Max. Marks :70

Instructions to the candidates:

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

Q1) Explain the basic characteristics of services. Discuss with reference to any service industry of your choice.

Q2) "Personal selling plays an important role in marketing of services" justify.

Q3) How will you segment the following services.

- a) DTH service
- b) Insurance

Q4) Suggest marketing mix for following services.

- a) Online job portal
- b) Domestic tourism

Q5) "Better service quality leads to customer satisfaction" Analyse the statement in context to marketing of services.

Q6) Suggest suitable channels of distribution for the following services.

- a) Hospital
- b) Courier.

Q7) Write short notes on the following (Any two)

- a) Model
- b) Service recovery
- c) Differentiation of services
- d) Classification of services.

