

Total No. of Questions : 5]

SEAT No. :

P3068

[Total No. of Pages : 2

[4883] - 101

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

101 : MARKETING MANAGEMENT

(2013 Pattern)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions carry equal marks.*
- 2) *Figures to the right indicate full marks.*

Q1) Explain the following concepts with relevant examples (any 5) **[10]**

Customer satisfaction
Wants
Demands
Marketing channels
Metamarket
Value

OR

Compare and contrast the Marketing and societal marketing concept. **[10]**

Q2) What is marketing mix? How will you plan the marketing mix for a bath soap? **[10]**

OR

Discuss the Economic, Technological, socio cultural and political Environment for a watch manufacturing company. **[10]**

Q3) Define consumer Behaviour. Discuss the importance of consumer behaviour. **[10]**

OR

Discuss the bases of segmentation for a toothpaste. **[10]**

Q4) The elements of the marketing mix need to be modified at each stage of the product lifecycle. Explain the modifications needed at each stage. **[10]**

OR

What is a product? Discuss various product mix decisions with appropriate examples. **[10]**

Q5) Elaborate on the various sales promotion methods for consumers. **[10]**

OR

Discuss the objectives that organisations could consider when planning to price their products. Discuss any two pricing methods. **[10]**



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SEAT No. :

P3069

[Total No. of Pages : 2

[4883] - 102

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

102 : MARKETING RESEARCH

(2013 Pattern)

Time : 3 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) “Research plays an important role in development business.” Explain the statement giving objectives, and importance of Research.

OR

What are the different types of Research?

Q2) What is retail store audit? Explain with suitable example.

OR

How Internet become one of the major tool for increasing accuracy and efficiency of researcher? Explain.

Q3) Design a questionnaire for a ‘Market Research’ Company to conduct a research for, investigating contribution of Internet in stimulating customers buying decision towards consumer durable product. Make necessary assumptions.

OR

State the importance of Scaling Technique in Questionnaire Designing. Explain in detail following Scales - Semantic Differential, Linert Scale.

P.T.O.

Q4) Prepare a frequency distribution table for the following observations :

10, 12, 11, 13, 17, 18, 17, 15, 10, 11

12, 11, 13, 11, 15, 18, 10, 11, 20, 22

27, 21, 23, 28, 12, 13, 20, 17, 15, 18

22, 28, 11, 21, 27, 22, 13, 18, 19, 22

16, 20, 21, 20, 15, 14, 17, 24, 25, 30

Take class as 1-5, 6-10, 11-15....

Draw a Bar Chart for the above data.

OR

Explain Qualities of Workable Hypothesis.

Q5) Elaborate various steps involved in the Process of Research.

OR

A company launched a Fairness Cream in the market with a brand name 'Fairy Tale'. The brand initially did well in the market. But it was observed that the sale of the brand has suddenly dropped down. Develop a research project to investigate reasons.



Total No. of Questions : 5]

SEAT No. :

P3070

[Total No. of Pages : 2

[4883] - 103

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

103 : CONSUMER BEHAVIOUR

(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 indicates 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) Define culture and subculture. Explain different characteristics of culture that reflects its nature.

OR

b) Explain the various stages of Adoption process in detail.

Q2) a) Define motive. Explain the types of motives on the basis of simplified scheme.

OR

b) What is the meaning of Information aquisition? Explain the process of aquisition.

Q3) a) With the help of example, explain the different types of consumer decisions.

OR

b) Explain the following terms :

- i) Post Purchase Dissonance
- ii) Consumer satisfaction & Dissatisfaction

P.T.O.

Q4) a) “Howard sheth model is helpful to understand cosumer behaviour”
justify it.

OR

b) Explain the diffusion process of innovation.

Q5) a) What are the types of social class for Indian consumer.

OR

b) What are the characteristics of Bottom of Pyramid (BoP) consumers?



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SEAT No. :

P3071

[Total No. of Pages : 1

[4883] - 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) There are five questions each of 10 marks.*
- 2) All questions are compulsory with internal choice.*

Q1) Define IMC. Explain the various components of IMC in detail.

OR

Describe various promotional tools used in IMC.

Q2) Explain the importance of advertising in Marketing & Consumer behaviour..

OR

Discuss the various types of advertising media for smart city like LAVASA.

Q3) Define sales promotion. Explain the types of sales promotion.

OR

Explain the role and scope of sales promotion.

Q4) Explain Public relations & the functions of PR department.

OR

Describe the role of PR in positive image building.

Q5) Give in detail about the ethics & social responsibilities in IMC campaign.

OR

Discuss the relationship between sales promotion & advertising.



Total No. of Questions : 5]

SEAT No. :

P3072

[Total No. of Pages : 2

[4883] - 201
P.G.D.M.M. (Semester - II)
SERVICES MARKETING
(2013 Pattern)

Time : 3 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 is the current scenario of growth of Services Marketing in India and in the world? Explain with Suitable examples. **[6 + 4 = 10]**

OR

b) Explain nature of services. What are the unique characteristics of services? **[2 + 8 = 10]**

Q2) a) What are the distribution strategies for Services? **[10]**

OR

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

Q3) a) Why is it important to train and develop employees in service sector? **[10]**

OR

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

P.T.O.

Q4) a) Why are factors like defects, failures and recovery studied in services marketing? [10]

OR

b) What is meant by customer satisfaction? How is customer satisfaction monitored and measured? [2 + 8 = 10]

Q5) a) Explain SERVQUAL and SERVPERF models of quality in detail.[10]

OR

b) Write a note on 'Applying technology to service settings'. [10]



Total No. of Questions : 5]

SEAT No. :

P3073

[Total No. of Pages : 1

[4883] - 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) *All questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*

Q1) Personal selling is very important to achieve sales target. Comment. [10]

OR

Define Sales Management. Explain role and responsibilities of sales manager in any organization. [10]

Q2) Define and explain Sales Strategies with suitable example. [10]

OR

Write short Note on :

- a) Sales Budget
- b) Sales Fore Audit

Q3) Explain various forms of distribution channels with appropriate examples. [10]

OR

What are various techniques to resolve channel conflicts? [10]

Q4) Explain various functions of wholesaler in detail. [10]

OR

What is Reverse Logistics? Explain with example. [10]

Q5) What is the importance of Channel Information System in Sales and Distribution Management? [10]

OR

“Information technology has its own importance in managing distribution channel”. Comment.



Total No. of Questions : 5]

SEAT No. :

P3074

[Total No. of Pages : 2

[4883] - 203

P.G.D.M.M.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) a) Discuss the concept and evolution of 'Relationship marketing'.

OR

b) Define CRM and give its evolution. Discuss the scope of CRM.

Q2) a) Explain the following key concepts in customer relationships :

- i) Promise
- ii) Trust
- iii) Commitment
- iv) Satisfaction
- v) Quality

OR

b) Discuss how to manage customer relationships through customer life cycle stages.

Q3) a) Discuss planning for CRM.

OR

b) Discuss - CRM implementation.

P.T.O.

Q4) a) Explain the Recency frequency monetary value (RFM) model.

OR

b) Discuss 'Customer life time value' with respect to meaning dimensions and measurement.

Q5) a) Discuss the ethical issues in using IT in relationship management in today's world.

OR

b) Differentiate between Data mining & Data Warehousing.



Total No. of Questions : 5]

SEAT No. :

P3075

[Total No. of Pages : 1

[4883] - 204

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

STRATEGIC BRAND MANAGEMENT

(2013 Pattern)

Time : 2½ 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? Explain importance of Brand management. **[10]**

OR

Explain various challenges and opportunities in Brand management.

Q2) What is Brand value and Brand value pyramid? **[10]**

OR

What is Brand Positioning? Explain Brand Positioning formula.

Q3) What are the different brand elements? **[10]**

OR

What is the criteria for measuring effectiveness of celebrity Endorsement?

Q4) Explain qualitative techniques in interpreting Brand Performance. **[10]**

OR

Explain Brand Equity methods with suitable examples.

Q5) What is Brand Extension? Give any two suitable examples. **[10]**

OR

Explain Brand Rationalization process in detail.

