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**[5468]-11**

**M.M.M. (I Semester) EXAMINATION, 2018**

**101 : PRINCIPLES AND PRACTICES OF MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 7 is compulsory.

(ii) Solve any *four* from the remaining.

1. Explain contribution of Henry Fayol for the development of Management thought. [15]
2. Explain the following basic functions of management : [15]
  - (a) Planning
  - (b) Organizing
  - (c) Controlling.
3. Discuss Herzberg Theory of Work Motivation. [15]
4. Explain Mcgregor's Theory X and Y. [15]
5. What are the traits of an Effective Leader ? [15]

P.T.O.

6. Write a detailed note on roles and responsibility of Top Management. [15]
7. Write short notes on (any *two*) : [10]
- (a) TQM
  - (b) Corporate Social Responsibility
  - (c) Team Effectiveness
  - (d) Importance of Communication.

Total No. of Questions—7]

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**[5468]-12**

**M.M.M. (I Semester) EXAMINATION, 2018**

**102 : PRINCIPLES OF MARKETING**

**(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Ethics in marketing is taking a back stage whereas it is the need of the day. Comment and justify.
2. Describe various pricing strategies at different stages of product life-cycle.
3. Design a marketing mix for :
  - (a) Insurance services
  - (b) Luxury car
4. Describe the basis for market segmentation of consumer goods and Industrial goods.
5. In developing new products, how can a firm make sure that it is being socially responsible with regard to environment.

P.T.O.

- 6.** In today's dynamic scenario, the marketer is required to take decisions based on external and internal environment. Describe with examples.
- 7.** Write short notes on (any *two*) :
- (1) Product mix
  - (2) Positioning strategies
  - (3) Marketing control

Total No. of Questions—9]

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**[5468]-13**

**M.M.M. (First Semester) EXAMINATION, 2018**

**103 : FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**(2008 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Q. No. 1 is compulsory. Out of the remaining attempt 2 questions from section I and 2 questions from section II.

(ii) Figures to the right indicate full marks.

1. Define Cost Accounting. Differentiate between Cost Accounting and Financial Accounting. [10]

**Section I**

2. Write short notes on (any *two* out of four) : [15]

(a) Just In Time Technique (JIT)

(b) BEP Analysis

(c) Cost Centre Vs. Cost Unit

(d) Fixed Vs. Variable Cost.

3. Define flexible budget and explain its importance as a budgeting technique and tool of control. [15]

4. (a) Distinguish between standard costing and budgeting control. [9]

(b) Distinguish between cost allocation, cost apportionment and cost absorption. [6]

P.T.O.

5. “Marginal costing is an effective tool in the hands of management for taking strategic decisions.” Explain. [15]

### Section II

6. The following data has been extracted from the books of M/s Star Industries for the year 2006 : [15]

	Rs.
Opening stock of raw material	25,000
Closing stock of raw material	50,000
Purchase of raw material	1,00,000
Carriage inward	6,000
Wages (Direct)	79,000
Wages (Indirect)	15,000
Other direct expenses	20,000
Rent and rates (factory)	8,000
(office)	500
Indirect material consumption	1,000
Depreciation : Plant	1,500
Office furniture	100
Salary : Office	2,500
Salesman	2,000
Other factory expenses	5,500
Other office expenses	900
Other selling expenses	1,000
Travelling expenses (salesman)	1,100
Carriage outward	1,000
Sales	2,50,000
Advance Income Tax paid	15,000
Advertisement	2,000

Prepare cost sheet from the above data.

7. Opening stock of material as on 1-2-2008 with M/s X Ltd. was 50 units @ Rs. 10/unit. [15]

The following are purchases and issues during Feb. and March 2008. Prepare Stores ledger account under FIFO method, and show value of closing stock at the end of March 2008 :

<b>Date</b>	<b>Purchases</b>	<b>Issues</b>
Feb. 6	10 units @ Rs. 11	50 units
Feb. 20	70 units @ Rs. 12	—
Feb. 22	—	50 units
Feb. 27	40 units @ Rs. 13	—
Feb. 28	—	50 units
March 10	100 units @ Rs. 14	—
March 15	—	50 units
March 20	50 units @ Rs. 15	—
March 22	—	50 units
March 25	40 units @ Rs. 16	—
March 30	—	50 units

[15]

8. Normal no. of operators—40

No. of hours paid in a week—50

Standard rate of pay Rs. 1 per hour

Standard output per hour = 10 units.

In a particular week, 400 units produced. There was a power failure due to which, 5 hours were spent idle (which are included in hours paid mentioned above).

Actual rate of pay Rs. 1.20/hour.

Compute wage cost variance, wage efficiency variance and idle time variance. [15]

9. (a) MN Ltd. has four distinct production departments. You are required to allocate the following expenses into four departments on the suitable basis (State the basis of allocation) :

<b>Overheads</b>	<b>Rs.</b>			
Power	10,000			
Rent	30,000			
Lighting	6,000			
Insurance for building	4,000			
Insurance machinery	7,000			
Depreciation machinery	38,000			
Supervision charges	25,000			
	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
(i) H.P. ratio	20%	30%	30%	20%
(ii) Space ratio sq. mtr.	80	60	40	20
(iii) Book value of machinery	20%	30%	15%	35%
(iv) Light points	5	3	2	4
(v) Time of supervision	20%	30%	25%	25%

[7]



- (b) Prepare cash budget from the following information for the period from April, 08 to June 08 :

	<b>Sales</b> (Rs.)	<b>Purchases</b> (Rs.)	<b>Wages</b> (Rs.)
Feb. 08	20,000	12,000	8,000
March 08	19,200	14,000	6,500
April 08	11,000	16,000	7,850
May 08	17,000	17,080	9,500
June 08	18,500	21,070	10,000

- (i) 50% sales are in cash, balance to be collected in next month.
- (ii) Creditors are paid in the same month.
- (iii) Wages to be paid in the following month.
- (iv) OP cash balance as on 1-4-08 Rs. 30,000.

[8]

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**[5468]-14**

**MMM (I Sem.) EXAMINATION, 2018**

**104 : MANAGERIAL ECONOMICS**

**(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Draw suitable diagrams wherever necessary.

1. State and explain the law of demand with its exceptions.
2. What is production function ? Explain the *three* phases of production w.r.t. the law of variable proportions.
3. Explain the following cost concepts :
  - (1) Accounting Cost and Economic Cost
  - (2) Short-Run and Long-Run Cost.
4. What is the necessity of cost control ? Explain the methods of cost control.
5. Explain how a monopoly firm attains its equilibrium in the short-run with the help of MR and MC curves.

P.T.O.

- 6.** Explain 'Cost Plus Pricing' and 'Price Skimming' as methods of pricing.
- 7.** Write short notes on (any *two*) :
- (1) Elasticity of supply
  - (2) Features of Oligopoly
  - (3) Break-even Analysis
  - (4) Need for Government Intervention.

Total No. of Questions—6]

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**[5468]-15**

**M.M.M. (Semester I) EXAMINATION, 2018**

**RESEARCH METHODOLOGY**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question Nos. 1 and 6 are compulsory.

(ii) Attempt any *three* from the remaining.

(iii) Figures to the right indicate full marks.

1. (A) Discuss the need and objectives of research. What are the types of a research ? [10]
- (B) In a budget, the following is the percentage on how government is spending the revenue. Draw a pie chart for this : [10]

<b>Items of Expenditure</b>	<b>%</b>
Social Activity	37
Services	17
Financial Services	14
Revenue Expenditure	12
Interest on Loan	12
Loan Repay	7
Other	1

P.T.O.

2. What do you understand by the research proposal ? Give the structure of research proposal. Enumerate the criteria of evaluating research proposal. [10]
3. Describe different scaling techniques for measuring data gathered from respondents. [10]
4. Discuss the various methods of collecting primary data. Explain the advantages of using primary source of data over secondary sources. [10]
5. Prepare a questionnaire to elicit information regarding the usage of whats app among the youth in the age group of 16-22 years covering the different aspects involved. How would you approach the respondents ? What measures can you suggest for maximum response to this questionnaire ? [10]
6. Write short notes on (any *four*) : [4×5=20]
- (a) Observation Method
  - (b) Need and functions of review of literature
  - (c) Types of Research Design
  - (d) Steps in Research Process
  - (e) Use of Computers in Research.

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**[5468]-16**

**MMM (I Semester) EXAMINATION, 2018**

**106 : CONSUMER BEHAVIOUR**

**(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define Consumer Behaviour and explain it with the help of Howard Seth model.
2. An American apparel exporter wants to expand his market base in India. Guide him about the Indian Consumer Behaviour by considering external influencing factors like culture, sub-culture, family and social class.
3. Define 'Group' and explain various types of Groups relevant to Consumer Behaviour.
4. Discuss the role of personality and self-concept in shaping Consumer Behaviour.
5. "A dissatisfied Consumer is an unpaid salesman of competitor". Explain the statement by highlighting the importance of consumer satisfaction and need of understanding consumer value determination process.

P.T.O.

6. Write a note on consumer decision-making process.
7. Write short notes on (any *two*) :
- (1) Consumer segmentation
  - (2) Maslow's hierarchy of needs Vs. consumer behaviour
  - (3) Family life-cycle stages and their marketing implications.

Total No. of Questions—7]

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**[5468]-21**

**M.M.M. (Second Semester) EXAMINATION, 2018**

**201 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Explain Services concept. What are the distinctive characteristics of services ?
2. Explain services market segmentation in detail.
3. What is meant by Service Blueprint ? Draw a service blueprint for a “service delivery of a bank”.
4. Explain service mix in detail with suitable examples.
5. What are the distribution strategies for services ?
6. Explain advertising and sales promotion in the service industry.
7. Write short notes (any *two*) :
  - (i) SST
  - (ii) Classification of services
  - (iii) Handling complaints effectively.



Total No. of Questions—7]

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**[5468]-22**

**MMM (II Sem.) EXAMINATION, 2018**

**202 : RETAIL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define retailing. Discuss the different types of retailing.
2. Explain the elements of retail marketing mix giving suitable examples.
3. Discuss factors affecting retail location. Suggest guidelines for locating an ice-cream parlour in your city.
4. Discuss factors affecting internal and external store layouts. Which layout will you suggest for a “Kids-Store” ?
5. Explain the importance of IT in modern retailing. Can it be equally effective in rural stores ?

P.T.O.

6. Elaborate the importance of franchising in Indian retailing.
  
7. Write short notes on (any *two*) :
  - (a) Indian Vs. Global retailing
  - (b) Retail Buying Process
  - (c) Advertising in retailing.

Total No. of Questions—7]

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**[5468]-23**

**M.M.M. (II Semester) EXAMINATION, 2018**

**203 : SALES MANAGEMENT AND PERSONAL SELLING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define the term 'Sales Management'. Explain various sales forecasting methods and their merits and demerits.
2. What are the functions of a Sales Manager ? Explain the characteristics of a successful sales person.
3. Explain Recruitment and Selection process of sales force in detail with the help of supporting examples.
4. Discuss the role of Sales Training and explain various methods of Sales Force Training.
5. Explain various monetary and non-monetary compensation programmes to motivate the sales team.

P.T.O.

6. Define Personal Selling. Explain the role of Relationship Marketing in Personal Selling.
7. Write short notes on any *two* from the following :
- (a) Sales Planning and Control
  - (b) Value Added Selling
  - (c) Need of Sales Organizations
  - (d) Sales Budget.

Total No. of Questions—7]

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**[5468]-24**

**M.M.M. (II Semester) EXAMINATION, 2018**

**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. Explain the role of physical distribution in customer satisfaction with suitable examples.
2. 'Marketing channels perform various important functions.' Discuss in detail.
3. What is wholesaling ? Explain the types of wholesalers and their functions in detail.
4. Explain the concept of Supply Chain Management. What are the challenges for effective supply chain management ?
5. Design suitable marketing channels for the following :
  - (a) Health insurance
  - (b) Auto components

P.T.O.

6. What are channel conflicts ? Explain the sources and types of channel conflicts.
7. Write short notes on (any *two*) :
- (a) International Marketing Channels
  - (b) Reverse Logistics
  - (c) Order Processing
  - (d) Channel Selection Criterii.

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**[5468]-25**

**M.M.M. (Second Semester) EXAMINATION, 2018**

**205 : MARKET RESEARCH**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Discuss the increasing importance of market research in today's era of competition.
2. Discuss various problems faced by the researcher in collecting primary as well as secondary data. Give suitable examples.
3. (a) What is the significance of sampling methods in market research ?  
(b) Explain :
  - (i) Area sampling
  - (ii) Cluster sampling.
4. Design a questionnaire for a market leading company plans to collect the feedback of their channel members (retailers) about their product quality, services delivered, prices and packaging. (Make necessary assumptions)

P.T.O.

5. A leading giant in readymade garments is introducing a new range of kids-wave in summers. As a manager of this company, design a complete research plan to study the feasibility of the project. (Make necessary assumptions)
  
6. Explain various scaling techniques in detail.
  
7. Write short notes on (any *two*) :
  - (a) Report writing
  - (b) Characteristics of good questionnaire
  - (c) Retail store audit.



Total No. of Questions—7]

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**[5468]-26**

**M.M.M. (Second Semester) EXAMINATION, 2018**

**RELATIONSHIP MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define and discuss the concept of Relationship Marketing and its significance in Indian context.
2. Recommend CRM activities that can be undertaken by a Three Star Hotel chain in India.
3. How can customers be classified on the basis of profitability ? How does this classification help in designing CRM strategies ?
4. Explain database marketing and its advantages in the Indian environment.
5. Discuss the different types of bonds in relationship marketing.

P.T.O.

- 6.** How is Physical Distribution system benefitted by the use of Relationship Marketing ? Discuss.
- 7.** Write short notes on (any *two*) :
- (a) Buyer-Seller Relationships
  - (b) Customer Life Time Value
  - (c) Mass Customisation
  - (d) Value of Complaints.

Total No. of Questions—6]

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**[5468]-31**

**MMM (III Semester) EXAMINATION, 2018**

**301 : 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.

1. Define International Marketing. Explain the scope of service in International Marketing.
2. How 4P's is linked with the International Marketing ? Explain with suitable example.
3. "Marketing the procedural complexities in International Marketing over Domestic Marketing." Explain it.
4. "Too many factors influencing International Pricing decision." Explain it.
5. Write short notes on (any *two*) :
  - (a) Marine Insurance
  - (b) Foreign Market Entry Strategy
  - (c) EXIM Policy as on 31 March, 2012
  - (d) International Marketing Research.

P.T.O.

## 6. Case Study :

The success of a product depends on, among other things, the promotion. However good a product may be, if the promotion is not appropriate and adequate it may not achieve full success.

Because of the differences in the marketing environment, promotion is often a very complex problem in International, particularly in Multinational, marketing. As in the case of product, may failure of the promotion.

Promotion is an area where many marketers do blunders. Foreign countries have their own customs, traditions and practices regarding trade promotions, gift giving, etc. Ignoring them could be disastrous. A foreign affiliated Co., a joint venture formed with a Japanese partner, received clear instructions from the head office to advertise heavily at the initial stages. The Japanese partner accepted this proposal but at the same time proposed that allocations be made for promotional rebates to wholesalers and retailers. The foreign partner, however, did not accept this. In spite of heavy advertising, in TV and other media, there were not enough of the product out of the retailer's shelves because neither the wholesales nor the retailers had been given any incentive to push the company's product. Not surprisingly, the company was burdened with a colossal loss.

*Questions :*

- (a) Though product is good, but why the promotional strategies are required for International Marketing ?
- (b) "There were not enough of the product out on the retailers, in spite of heavy advertising, in TV", why ? Give justification.

Total No. of Questions—7]

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**[5468]-32**

**M.M.M. (III Semester) EXAMINATION, 2018**

**LAWS RELATED TO MARKETING**

**(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Answer 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 Goods Act 1930, and also distinguish between sale and agreement to sale.
3. Explain procedure and effects of registration of trade marks under the Trade Marks Act.
4. Explain copyright and patents and procedure for obtain the same.
5. Explain the term “Consumer” and also state procedure under various forms.
6. Explain the objectives of Information Technology Act and explain the procedure regarding Electronic Signature Certificate.

P.T.O.

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

- (1) Promissory Note
- (2) Objectives and importance of VAT
- (3) Bill of Exchange
- (4) Caveat Emptor
- (5) Protest under Negotiable Instrument Act

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**[5468]-33**

**M.M.M. (Third Semester) EXAMINATION, 2018**

**303 : FINANCIAL SERVICES MARKETING**

**(2008 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

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

(ii) *All* questions carry equal marks.

1. What is Merchant Banking ? What are the different functions performed by Merchant Bank ?
2. Explain Insurance and Risk Management. Discuss role of Insurance in Financial Planning Process.
3. Identify and critically evaluate financial services available in India.
4. Discuss the role of Venture Capital Fund in India.
5. What is Retail Bank ? Explain various retail banking products available in the market.
6. Explain banking structure in India and impact of technology on Bank Marketing.

P.T.O.

7. “Insurance an evolving financial services market in India.”  
Elaborate.
8. Write short notes on (any *two*) :
- (a) Credit card
  - (b) Mutual fund operation
  - (c) IRDA
  - (d) Cross selling.



Total No. of Questions—7]

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**[5468]-34**

**MMM (III Semester) EXAMINATION, 2018**

**MARKETING COMMUNICATION**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. What is marketing communication evaluation ? Explain different methods of ad evaluation.
2. Explain advertising classification with suitable examples.
3. Prepare IMC plan for any product of your choice.
4. What is the importance of sales promotion in IMC ? Explain different types of sales promotion with advantages and disadvantages of each.
5. What do you mean by 'ad budget' ? Explain different methods of estimating ad budget.
6. "Television ad to be banned that is directed or seen by audience composed of significant portion of children'. Comment on ethical and social values associated with advertising to children.

P.T.O.

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

- (1) Corporate advertising
- (2) Client agency relationship
- (3) Ad copy
- (4) Reach and frequency.

Total No. of Questions—7]

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**[5468]-35**

**M.M.M. (Third Semester) EXAMINATION, 2018**

**RETAIL OPERATIONS MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *four* questions from Q. Nos. 1 to 6.

(ii) Question No. 7 is compulsory.

(iii) Clarity and brevity will be given due weightage.

(iv) *All* questions carry equal marks.

1. Describe the evolution of retailing in India. What are the factors influencing the growth of retailers in India ?
  
2. Explain the following methods of analyzing merchandizing performance :
  - (a) ABC Analysis
  - (a) Sell through Analysis
  - (c) Multiple Attribute Method.
  
3. What do you mean by “Category Management” ? Explain the components of Category Management.

P.T.O.

4. What is CRM ? Discuss the scope and importance of CRM in retailing.
5. Discuss how retailers can reduce shrinkage from shop lifting and employee theft.
6. Write short notes on (any *two*) :
  - (a) Range Planning
  - (b) Store Promotion and Events
  - (c) Integrated Supply Chain Planning.
7. “Organized retailers like Future Group, Wal-Mart, etc. will make the traditional retailing obsolete.” Do you agree with the statement ? Justify your answer with appropriate examples.

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**[5468]-41**

**M.M.M. (Fourth Semester) EXAMINATION, 2018**

**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. What do you understand by product ? Discuss the role of product management in the contemporary environment.
2. What do you understand by Brand equity ? Discuss its significance in today's highly competitive environment.
3. Discuss the importance of sales forecasting. Explain *three* methods of quantitative forecasting.
4. Brand personality and relationship building are related to each other. Explain.
5. "People have more faith in Brands rather than products per say" Critically analyse the statement with role and importance of branding.

P.T.O.

6. Innovation is inevitable to any organisation. Comment on idea generation and idea screening stages of NPD facilitating innovation.
7. Write short notes on (any *two*) :
- (a) Product strategy over PLC
  - (b) Brand challenges and opportunities
  - (c) Brand Extensions
  - (d) Competitor Analysis
  - (e) Co-branding.

Total No. of Questions—7]

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**[5468]-42**

**MMM (IV Semester) EXAMINATION, 2018**

**402 : STRATEGIC MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 7 is compulsory.

(ii) Attempt any *four* from Q. No. 1 to Q. No. 6.

(iii) *All* questions carry equal marks.

1. A leading car manufacturer plans to foray into two wheeler segment. Suggest suitable strategies with respect to 4 P's.
2. Explain the following tools of strategic marketing analysis :
  - (a) McKinsey's 7s Framework
  - (b) BCG Matrix.
3. Suggest suitable promotional strategy for a newly established Travel and Tourism Company.
4. Explain in detail, the concept and objectives of strategic marketing management.

P.T.O.

5. Explain various pricing strategies. Discuss the merits and demerits of each of them.

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

(i) New Product Development Process

(ii) Branding Strategies in FMCG Sector

(iii) SWOT Analysis

(iv) Marketing Audits.

7. Case Study :

Doordarshan (DD) is India's premier public service broadcaster with more than 1000 transmitters covering 90% of the country's population. In recent years, DD is facing tough competition from the private channels and the cable and satellite operators (C & S). The C & S network reaches nearly 45 million homes and is growing at a very fast rate. DD's business model is based on selling 30 minutes slots of commercial time and charging them a minimum guarantee. For example, the present tariff for the first 20 episodes of a programme is Rs. 30 lakhs plus the cost of production of the programme. In exchange the producer gets 780 seconds of commercial time that he can sell to advertisers and generate revenue. Break-even point for producers, at present rates, thus is Rs. 75,000 for a 10 second advertising spot. Advertisers find this cost difficult to afford and hence, producers are also possessive about buying commercial time



on DD. As a result, DD's projected growth of revenue is only 6-10% as against 50-60% for private sector channels. Software suppliers, advertisers and audiences are deserting DD owing to its unrealistic pricing policy. DD has options before it. First, it should privatize, second, it should remain purely public service broadcaster and third, middle path. The challenge seems to be exploiting DD's immense potential and emerge as a formidable player in the mass media.

*Questions :*

- (a) Analyse the SWOT factors the DD has.
- (b) What is the best option, in your view, for DD ? Justify.

Total No. of Questions—7]

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**[5468]-43**

**M.M.M. (IV Semester) EXAMINATION, 2018**

**EXPORT DOCUMENTATION AND FOREX MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

**1.** Explain the following Export Documents :

- (A) Weight Note
- (B) Manufacturers's Certificate
- (C) Shipping Advice
- (D) Bill-of-Exchange
- (E) Consular's Invoice
- (F) Packing List
- (G) Commercial Invoice.

**2.** When you will start your Export business of "Children Garments and Perfumes". What strategies you will adopt for market entry ?

**3.** What preliminaries are required to Exporter, for starting export business, registration of exports and sending overseas samples ?

P.T.O.

4. What documents you will prepare as Exporter, for Transportation of Goods, Custom's Clearance of Goods and Declaration of Goods under Foreign Exchange Regulations ?
5. What institutional support is given to Exporter by Govt., semi Govt. and Autonomous Organizations ?
6. How is Finance arrange by Export for 'Preshipment' and 'Post-shipment' as well as from EXIM-bank ?
7. Write short notes on (any *four*) :
  - (A) External Commercial Borrowings
  - (B) Insurance against Marine-Risks
  - (C) Antiquity Certificate
  - (D) Preliminaries for appointing overseas agent
  - (E) Recoverable and Irrecoverable L/C.

Total No. of Questions—7]

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**[5468]-44**

**MMM (IV Semester) EXAMINATION, 2018**

**404 : DIRECT MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Relevant examples carry weightage.

1. Describe increasing use of web-based retailing against company showrooms or factory outlets with examples.
2. Explain the impact of technology on the direct marketing channels with examples.
3. Explain the key principles of targeting, interaction control and continuity.
4. Direct mailing and e-mailing helps in wide coverage of the market. Discuss.
5. 'Salesforce automation increases customer interaction and helps in effective CRM.' Explain with examples.

P.T.O.

- 6.** Discuss the role of brands and personalized marketing communications in integrating direct marketing media.
- 7.** Write short notes on (any *two*) :
- (a) Direct Marketing Vs. Marketing through channels
  - (b) Lead generation and customer acquisition
  - (c) Data Protection and Privacy.

Total No. of Questions—7]

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**[5468]-45**

**MMM (IV Sem.) EXAMINATION, 2018**

**INDUSTRIAL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Q. No. 1 is compulsory.

(ii) Attempt any *four* from the remaining.

(iii) *All* questions carry equal marks.

1. What are the major characteristics that distinguish industrial marketing from consumer marketing ?
2. Briefly explain the three alternative target market selection strategies in an industrial market.
3. List and explain various factors affecting Industrial Demand.
4. “Advertising and Sales Promotion are not the major techniques of Promoting Industrial Products.” Do you agree ? Justify your answer.

P.T.O.

5. Explain factors which affect Channel Decision for Industrial Products.
  
6. What different Purchasing Systems are used in Industrial Buying ?  
What are the merits and demerits of each of them ?
  
7. Write short notes on (any *two*) :
  - (a) Leasing
  - (b) Industrial Product Life-cycle
  - (c) Trade Shows and Exhibitions
  - (d) Buying Roles in Industrial Buying

Total No. of Questions—7]

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**[5468]-46**

**M.M.M. (IV Semester) EXAMINATION, 2018**

**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.

(iii) Make and state your assumptions clearly and give examples, wherever necessary.

1. Elaborate the concept of Agribusiness with its new emerging branches.
2. “There are tremendous opportunities for Rural Marketing for domestic as well as in global market.” Comment with suitable examples.
3. Do you think, the economic growth of the country depends upon Agriculture ? Explain in detail.
4. Explain the Distribution Channels of Rural and Agricultural Marketing.
5. Explain the concept of Rural Marketing with its scope and limitations.

P.T.O.



- 6.** What is the role and importance of co-operative sector in agribusiness ?
- 7.** Write short notes on the following (any *two*) :
- (a) Horticultural Development in India
  - (b) Importance of Organised Retailing
  - (c) Recruitment of Human Resource in Agrimarketing.