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[5477]-101

**P.G.D.M.M. (I Semester) EXAMINATION, 2018**

**(101) : MARKETING MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Internal options have been provided.

(iii) All questions carry equal marks.

1. (a) Define the term Marketing. Explain the nature and scope of marketing.

*Or*

(b) Services marketing is different from goods marketing. Discuss.

2. (a) Undertake the Macro Environment analysis for any *two* of the following markets :

(1) Telecom

(2) Retail

(3) Airline.

*Or*

(b) Explain the importance of the Marketing Mix in a competitive environment.

P.T.O.

3. (a) Explain the concept of Consumer Behaviour and the need to study Consumer Behaviour.

*Or*

- (b) What are the bases of segmenting individual consumer markets ?

4. (a) Explain the characteristics and strategies used at the different stages of the product life cycle.

*Or*

- (b) Discuss the importance of packaging and the recent trends in packaging.

5. (a) Discuss any *two* pricing methods in detail.

*Or*

- (b) Discuss the functions of the channels of distribution (retailers, wholesalers) etc.

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**[5477]-102**

**PGDMM (I-Sem.) EXAMINATION, 2018**  
**102 : MARKETING RESEARCH**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries **10** marks.
  - (iv) Figures to the right indicate marks for the question/sub-question.
  - (v) Your answers should be specific and to the point.
  - (vi) Support your answers with suitable live examples.
  - (vii) Draw neat diagrams and illustration supportive to your answer.

**1. (a)** Define Marketing Research. Explain the nature, objectives, scope and limitations of marketing research. [10]

*Or*

**(b)** “Marketing manager refuses to accept use of Marketing Research.” Discuss the statement by giving your own views for or against the statement. [10]

**2. (a)** Describe in detail Consumer panels and focus group interviews. Write the situation showing need of each one of them. [10]

*Or*

**(b)** What is marketing audit ? How marketing audit help marketers ? [10]

P.T.O.

- 3.** (a) Write and discuss two appropriate situations where perceptual maps and Likert scale is used for collecting and analyzing opinions of respondents. [10]

*Or*

- (b) Draft a questionnaire to find customer opinion about the online services provided by the bank to the customer. [10]

- 4.** (a) What is regression analysis ? Why researchers need the multiple regression analysis ? Discuss with suitable example. [10]

*Or*

- (b) Describe use of MS EXCEL for data analysis purpose with examples. [10]

- 5.** (a) A company wants to know the reasons for the decline in sales of its detergent powder. Design the marketing research project for the same. [10]

*Or*

- (b) Elaborate various steps involved in the marketing research project development. [10]

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**[5477]-103**

**P.G.D.M.M. (Sem. I) EXAMINATION, 2018**

**103 : CONSUMER BEHAVIOUR**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Your answers should be specific and to the point.

(v) Support your answers with suitable live examples.

(vi) Draw neat diagrams and give illustrations wherever necessary.

**1.** (a) What is the difference between customer and consumer ? Explain with example. Explain concept of consumerism.

*Or*

(b) Explain the characteristics of culture and subculture and explain its relevance to marketing decisions.

**2.** (a) Explain the process of information processing. What is its importance in marketing ?

*Or*

(b) Explain different buying motives in detail.

P.T.O.

3. (a) What are different types of Buying Behaviour ? Elaborate with suitable example.

*Or*

- (b) Explain in detail :
- (i) Consumer delight
  - (ii) Post-purchase dissonance.

4. (a) Explain the Howard Sheth Model of consumer behaviour.

*Or*

- (b) What is Kino Model ? Explain it in detail.

5. (a) Write a note on Demographic and socio-economic profile of Indian consumer.

*Or*

- (b) What are the challenges faced by marketers with respect to Indian consumers ?

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**[5477]-104**

**PGDMM (I-Sem.) EXAMINATION, 2018**  
**104 : INTEGRATED MARKETING COMMUNICATION**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

- N.B. :—**
- (i) All questions are compulsory.
  - (ii) Each question has an internal option.
  - (iii) Each question carries 10 marks.
  - (iv) Figures to the right indicate marks for that question/ sub-question.
  - (v) Your answer should be specific and to the point.
  - (vi) Support your answers with suitable live examples.
  - (vii) Draw neat diagrams and illustrations supportive to your answer.

1. (A) What do you mean by promotion ? Explain in detail promotional mix. [10]

*Or*

(B) Explain the concept of IMC and explain in detail IMC plan. [10]

2. (A) What is advertisement ? Explain functions of advertisement. [10]

*Or*

(B) Explain in detail advertising budget. What are the different methods of appropriation ? [10]

3. (A) What is sales promotion ? Explain various methods of sales promotion in retail sector. [10]

*Or*

(B) What is event management ? Explain the opportunities and challenges for event management industry. [10]

P.T.O.

4. (A) Write short notes on : [10]  
(1) Surrogate advertising  
(2) Product placement on TV.

*Or*

- (B) “Nowadays, the film makers advertise the product into their films.” Comment on the statement elaborating product placement in films with examples. [10]

5. (A) How you will evaluate marketing communication process ? Explain with examples. [10]

*Or*

- (B) Explain the following : [10]  
(1) Evaluating P.R. activity  
(2) Message evaluation.



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**[5477]-11**

**P.G.D.M.M. (I Semester) EXAMINATION, 2018**

**101 : 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 the term **MARKETING** and discuss the functions of marketing.
2. Explain the concept of Consumer Behaviour and the need to study consumer behaviour.
3. Firms should keep a close watch on the environmental forces acting on the marketing environment. Analyze the statement with relevant examples.
4. What is market segmentation ? Explain the benefits of segmentation to marketers.
5. State and explain the various elements of the Marketing Mix.

P.T.O.

- 6.** Elaborate with diagrammatic representation on the following types of marketing organizations :
- (a) Functional
  - (b) Geographic
  - (c) Customer based.
- 7.** Write short notes on (any *three*) :
- (a) Customer Satisfaction
  - (b) Extended P's for services
  - (c) Selling Vs Marketing
  - (d) Positioning Strategies.

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**[5477]-12**

**P.G.D.M.M. (First Semester) EXAMINATION, 2018**

**102 : SALES MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Explain how sales planning is the core of organisational planning. Discuss the process of sales planning.
2. What do you mean by sales organisation. Brief about the need for sales organisation.
3. Why sales training should be provided to newly appointed sales executives. Suggest the appropriate areas of sales training for the same.
4. Discuss how a sales term can be motivated by a sales manager ?
5. Explain the records and reports that should be monitored to control sales activities of a slaesman.
6. Explain personal selling. Discuss the role of relationship marketing in personal selling.

P.T.O.

7. Write short notes on (any *two*) :
- (a) Sales forecasting
  - (b) Sales presentation
  - (c) Sales contests
  - (d) Characteristics of a successful salesman.

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**[5477]-13**

**P.G.D.M.M. (Sem. I) EXAMINATION, 2018**

**103 : LAWS RELATING TO MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. “Contract is an agreement enforceable by law”. Comment on this statement in the light of essential elements of a valid contract.
2. Who is an agent ? State and explain the duties and responsibilities of an agent.
3. State and explain offences and penalties under Trade Marks Act.
4. What is the jurisdiction of the District Forum ? In what manner is a complaint filed before it ? What procedure is followed by it after receiving a complaint ?
5. Explain the salient features of the Information Technology Act. Is ‘hacking with the computer system’ an offence ? Explain.

P.T.O.

6. Define Bill of Exchange. What are the essential elements of Bill of Exchange ? Distinguish between Bill of Exchange and Promissory Note.
7. Write short notes on any *two* of the following :
- (a) Types of goods under Sale of Goods Act
  - (b) Crossing of Cheques
  - (c) Fundamental Provisions under VAT
  - (d) Copyrights
  - (e) Food and Drug Adulteration.

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**[5477]-201**

**P.G.D.M.M. (II Semester) EXAMINATION, 2018**

**201 : SERVICES MARKETING**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries 10 marks.

**1. (a)** Discuss the various characteristics of services. [10]

*Or*

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

**2. (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]

**3. (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.

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

*Or*

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

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

*Or*

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



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**[5477]-202**

**PGDMM (II-Sem.)EXAMINATION, 2018**

**202 : SALES AND DISTRIBUTION MANAGEMENT  
(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Answer *all* questions.

(ii) *All* questions carry equal marks.

**1.** (a) Explain the concept of personal selling. Discuss how the sales force can be motivated.

*Or*

(b) Discuss how the sales training programmes should be developed and conducted.

**2.** (a) Describe the concept of sales forecasting. Also explain the evaluation of sales force.

*Or*

(b) Write short notes on :

(i) Sales Budget

(ii) Marketing Audit.

**3.** (a) Explain various forms of distribution channels with appropriate examples.

*Or*

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

P.T.O.

4. (a) Describe and explain the importance of supply chain management.

*Or*

(b) What is reverse logistics ? Explain with examples.

5. (a) Describe the use of IT in sales and distribution management.

*Or*

(b) What is importance of channel information system in sales and Distribution Management.

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**[5477]-203**

**P.G.D.M.M. (Sem. II) EXAMINATION, 2018**

**203 : CUSTOMER RELATIONSHIP MANAGEMENT**

**(2013 PATTERN)**

**Time : 2½ Hours**

**Maximum Marks : 50**

**N.B. :—** (i) Attempt *All* questions.

(ii) *All* questions carry equal marks.

**1.** (a) Define CRM. Give types of CRM.

*Or*

(b) Bring out the difference between transaction marketing and relationship marketing.

**2.** (a) Discuss relationship building process.

*Or*

(b) Explain customer defections. Also discuss how to analyze customer defections.

**3.** (a) Discuss the framework for building CRM strategy.

*Or*

(b) Write a short note on CRM implementation.

P.T.O.

4. (a) What is a Loyalty Program ? Discuss assessment of loyalty programmes.

*Or*

- (b) Give the meaning of the term 'customer life time value'. Also give the dimensions and measurement.

5. (a) Describe and explain 'eCRM'.

*Or*

- (b) Discuss 'customer privacy' in light of relationship management.

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**[5477]-204**

**PGDMM (II-Sem.) EXAMINATION, 2018**  
**204 : STRATEGIC BRAND MANAGEMENT**  
**(2013 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 50**

- N.B. :—** (i) All questions carrying equal marks.  
(ii) Figures to the right indicate full marks.  
(iii) All questions are compulsory.

1. Explain power brands and super brands in detail. [10]

*Or*

What is brand ? Explain importance of Brand Management.[10]

2. What is global brand Drivers and its process ? [10]

*Or*

Explain Brand Positioning strategy by Youngme Moon. [10]

3. What is the celebrity Endorsement ? [10]

*Or*

What are the different brand elements ? [10]

4. What is brand equity measurements system with suitable example ? [10]

*Or*

Explain Brand loyalty and Brand switching with suitable examples.[10]

5. Explain in detail the Brand crisis management. [10]

*Or*

Explain pruning portfolio and liquidating portfolio. [10]

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**[5477]-21**

**PGDMM (Second Semester) EXAMINATION, 2018**

**201 : RETAIL AND DISTRIBUTION MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Give suitable and appropriate examples whenever necessary.

1. Explain the concept and functions of wholesaling. [14]
2. What do you understand by floor space management ? Discuss how 'Malls' use this concept in displaying their products. [14]
3. Discuss merits and demerits of unorganised retailing compared to organised retailing. [14]
4. Explain various channels for consumer and industrial goods. [14]
5. Discuss role and significance of technology in distribution. [14]

P.T.O.

- 6.** Discuss criteria for selection of location for showroom of branded mobile phones in your city. [14]
- 7.** Write notes on any *two* of the following : [14]
- (a) Bar coding
  - (b) Non-store retailing
  - (c) Merchandising.

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**[5477]-22**

**P.G.D.M.M. (II Sem.) EXAMINATION, 2018**  
**202 : INTEGRATED MARKETING COMMUNICATIONS**  
**(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. Elaborate the concept of sales promotion and its different types with examples.
2. Discuss the concept and process of IMC.
3. Explain the AIDA model of IMC. Discuss its effectivity.
4. Explain Media Process and Media Buying in Media Management. Also discuss different strategies of media management.
5. Describe the functioning of any Ad Agency and its various departments.
6. Discuss the Ethics and Social responsibility, which are followed in IMC campaigns.
7. Write short notes on (any *two*) :
  - (a) Advertising
  - (b) Personal Selling
  - (c) Publicity.



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**[5477]-23**

**P.G.D.M.M. (II Semester) EXAMINATION, 2018**

**203 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. What are the basic characteristics of services ? What are the implications of these characteristics in any service industry ?
2. Explain various distribution strategies for services with examples.
3. If you were the manager of a service organization and wanted to apply GAP MODEL to improve service, how would you proceed to close gap ?
4. Suggest marketing mix for the following services :
  - (a) Health Club
  - (b) Beauty Parlour.
5. Discuss market segmentation for services in detail.

P.T.O.

- 6.** “Personal selling plays important role in marketing of services”.  
Justify.
- 7.** Write short notes on :
- (i) Classification of Services
  - (ii) Service Blueprints.