

Total No. of Questions : 5]

SEAT No. :

**P3419**

[Total No. of Pages : 1

**[5083] - 101**  
**PGDMM**  
**101 : Marketing Management**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

**Q1)** a) Write a short note on classification of services and on the characteristics of services.

OR

b) Discuss the nature and scope of marketing.

**Q2)** a) What is marketing mix? Discuss the marketing mix for a newly launched premium bath soap. Make assumptions where necessary.

OR

b) Discuss the marketing planning process.

**Q3)** a) Define the term 'Consumer behaviour'. Explain the steps in consumer buying process with appropriate examples.

OR

b) Explain concept of product positioning. Discuss different positioning strategies with examples.

**Q4)** a) What do you mean by PLC? Explain the characteristics of the different stages of product life cycle.

OR

b) What is branding? Discuss its advantages and disadvantages.

**Q5)** a) Discuss the importance of marketing communication to the success of a product. Distinguish between advertising and publicity.

OR

b) Discuss the functions of the channels of distribution with relevant examples.



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SEAT No. :

**P4086**

[Total No. of Pages : 2

**[5083]-102**

**P.G.D.M.M. (Semester - I)  
102 : MARKETING RESEARCH  
(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) Define marketing research. Explain the nature, objectives, scope and limitations of marketing research. **[10]**

OR

b) “An experienced marketing manager does not need marketing research” discuss the statement by giving your own views for or against the statement. **[10]**

**Q2)** a) Describe in details National readership survey and focus group interviews. Write the situation showing need of each one of them. **[10]**

OR

b) What is marketing audit? Why is it necessary? How marketing research and marketing audit help marketers? **[10]**

**Q3)** a) Write and discuss appropriate situation 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 services provided by the bank to the customer. **[10]**

**P.T.O.**

**Q4) a)** What is regression analysis? Where is it used? Why researchers need the multiple regression analysis? Discuss with suitable example. **[10]**

OR

b) Describe use of various statistical software used for data analysis purpose.

**Q5) a)** A company wants to know the reasons for the decline in sales of its shampoo for long hair. 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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SEAT No. :

P 3420

[Total No. of Pages : 1

**[5083]-103**  
**PGDMM (Semester - I)**  
**103:CONSUMER BEHAVIOUR**  
**(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 indicates marks 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)** What are the different stages of family life cycle and how it affects purchasing decisions? **[10]**

**OR**

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

**Q2) a)** “Personality of the consumer plays a major role in purchasing decision  
“comment on the statement with suitable example **[10]**

**OR**

b) What is the meaning of learning and Recall? Explain the principle elements of learning .

**Q3) a)** Explain the information evaluation process in detail. **[10]**

**OR**

b) Why do people shop ? comment on it.

**Q4) a)** Explain the Engel - Blackwell - Miniard model of consumer behaviour. **[10]**

**OR**

b) What is kino model for consumer behaviour?

**P.T.O.**

**Q5) a)** Discuss the demographic and socio - economic profile of Indian consumer. **[10]**

**OR**

b) Describe the socioeconomic classes in urban market.



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SEAT No. :

**P4087**

[Total No. of Pages : 2

**[5083]-104**

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

**104 : Integrated Marketing Communication**

**(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 questions/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)** Define IMC. Explain the various components of IMC in details? **[10]**

OR

b) “Ethical integrated marketing communication practices are required in India where awareness about product is low” justify the statement **[10]**

**Q2) a)** Describe various criteria used for selecting the advertising agency for the agricultural tool like Tractor, Cultivator or Harvester? **[10]**

OR

b) Design newspaper advertisement for exhibition arranged for farmers?**[10]**

**Q3) a)** What is Database marketing? How we can use this type of marketing in higher education sector? **[10]**

OR

b) What are the measures taken by Cadbury chocolate when worms were found in their chocolate Dairy Milk? Explain crisis management in detail? **[10]**

**P.T.O.**

**Q4) a)** Explain event management and its significance with suitable example?[10]

OR

b) Write short note [10]

- i) Film base merchandising
- ii) Ambush advertising

**Q5) a)** Explain in detail about the ethics and social responsibilities in IMC campaign? [10]

OR

b) Why there is need of evaluating overall program of integrated marketing communication? [10]



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SEAT No. :

**P3421**

[Total No. of Pages : 2

**[5083] - 201**  
**PGDMM (Semester - II)**  
**SERVICES MARKETING**  
**(2013 Pattern) (CBCS)**

*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 are the unique characteristics of Services? **[10]**

OR

b) Explain classification of consumer services with suitable examples.

**Q2) a)** What are the challenges in distribution of Services? **[10]**

OR

b) Assume that you are assigned the task of marketing a chain of holiday resorts. Which promotional tools will you use to communicate about your brand and why?

**Q3) a)** What is the importance of training and development of employees in service sector? **[10]**

OR

b) What are the various strategies for managing inconsistency?

**P.T.O.**



**Q4) a)** Define customer satisfaction. How is customer satisfaction monitored and measured? **[10]**

OR

b) What are the various ways of handling complaints effectively?

**Q5) a)** What are the different ways of applying technology to service settings? **[10]**

OR

b) Explain Parsuraman-Zeithamal-Bitner (PZB) model in detail.



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SEAT No. :

**P3422**

[Total No. of Pages : 2

**[5083] - 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)** Explain Nature and significance of Sales Management. **[10]**

OR

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

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

OR

Write short note on :

- a) Sales Budget
- b) Sales Fore Audit

**Q3)** Explain various functions of Marketing Channel. **[10]**

OR

What are various techniques to resolve channel conflicts?

**Q4)** Explain various types of wholesaling. **[10]**

OR

What is Reverse Logistics? Explain with example.

**P.T.O.**

**Q5)** “Information technology is playing important role in managing distribution channel”. Comment. **[10]**

OR

What is the importance of Channel Information System in Sales and Distribution Management?



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SEAT No. :

**P3423**

[Total No. of Pages : 2

**[5083] - 203**

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

**203 : CUSTOMER RELATIONSHIP MANAGEMENT**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

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

**Q1) a)** Discuss the concept and evolution of relationship marketing.

OR

b) Discuss : Types of CRM; Process of CRM.

**Q2) a)** Discuss :

- i) Promise
- ii) Trust
- iii) Commitment

OR

b) How customer relationship can be managed through customer life cycle.

**Q3) a)** Discuss the planning for CRM.

OR

b) Discuss the implementation of CRM.

**P.T.O.**

**Q4)** a) Concept and characteristics of customer value - Explain.

OR

b) Discuss the Recency Frequency Monetary value (RFM) model.

**Q5)** a) Discuss the importance of eCRM in today's world.

OR

b) Explain in detail the ethical issues in using IT in relationship management.



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SEAT No. :

**P3424**

[Total No. of Pages : 2

**[5083] - 204**

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

**204 : STRATEGIC BRAND MANAGEMENT**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks :50*

*Instructions to the candidates:*

- 1) *All questions are compulsory with internal choices within the questions.*
- 2) *Figures to the right indicate full marks.*

**Q1) a)** What are power brands? Explain it's benefits to host organisation.[10]

OR

b) Explain online brands and it's benefits to the company in detail.

**Q2) a)** What is brand awarness? Explain with relavent examples. [10]

OR

b) Explain brand building approach by David Jobbes.

**Q3) a)** What is co-branding and Ingredient branding? [10]

OR

b) What is the celebrity Endorsement?

**Q4) a)** Explain qualitative and quantitative techniques of brand performance. [10]

OR

b) Explain AAKER model in detail.

**P.T.O.**

**Q5) a) What is brand revitalization and rebranding in detail?**

**[10]**

OR

b) What is Brand Extension? Explain with relevant examples.

