

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-11**

**M.M.M. (First Semester) EXAMINATION, 2017**

**101 : PRINCIPLES AND PRACTICES OF MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :-** (i) Question No. 1 is compulsory.

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

1. (a) Define Management. Explain in detail functions of management. [15]  
(b) Explain contribution of Henry Fayol to management. [10]
2. Define Planning. Describe steps involved in planning. [15]
3. Explain in detail Maslow's Need Hierarchy Theory of Motivation. [15]
4. Explain the concept of TQM in detail. [15]
5. Explain decision-making process in detail. [15]
6. Explain various steps in contolling. [15]

P.T.O.

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

[15]

(a) Personality

(b) Quality Circles

(c) Team effectiveness

(d) Corporate Social Responsibility.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-12**

**MMM (First Semester) EXAMINATION, 2017**

**PRINCIPLES OF MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Explain the three elements that constitutes the concept of marketing.
2. Define marketing environment and differentiate between macro & macro environment.
3. M/s XYZ is a leading soft drink manufacturing company, design a market segmentation strategy for M/s XYZ Company.
4. Explain the marketing mix strategies adopted by the leading Biscuits manufacturing company.
5. Elaborate the various strategies adopted at the different stages in the product life-cycle.
6. “You can eliminate middlemen, but you cannot eliminate essential distribution activities.” Do you agree with this statement ? If so, justify.

P.T.O.

7. Write short notes on (any *two*) :
- (i) Product mix decisions
  - (ii) Direct Marketing
  - (iii) Marketing Audit
  - (iv) Pricing methods (at least *three*).

Total No. of Questions—7]

[Total No. of Printed Pages—4

<b>Seat No.</b>	
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**[5268]-13**

**M.M.M. (First Semester) EXAMINATION, 2017**

**103 : FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Attempt any *three* questions from section I and any *two* from section II

(ii) All questions carry equal marks.

(iii) Use of simple calculator is allowed.

**SECTION I**

1. Define cost Accounting. Explain in detail the difference between Cost Accounting and Financial Accounting.
2. Explain in detail the Purchase Procedure.
3. How Marginal Costing can be an effective tool for decision making ?
4. Write short notes (any *two*) :
  - (i) Overabsorption and Underabsorption.
  - (ii) Cost center and cost unit

P.T.O.

(iii) Labour cost variance.

(iv) Cash Budget.

## SECTION II

5. Draw up a flexible budget for overhead expenses on the basis of the following data and determine the overhead rates at 70%, 80% and 90% plant capacity.

<b>Particulars</b>	<b>Capacity level at 80%</b>	
	(₹)	
<b>Variable Overheads :</b>		
Indirect labour	12,000	
Stores including spares	4,000	
<b>Semi-variable Overheads :</b>		
Power (30% fixed, 70% variable)	20,000	
Repairs and Maintenance (60% fixed, 40% variable)	2,000	
<b>Fixed Overheads :</b>		
Depreciation	11,000	
Insurance	3,000	
Salaries	10,000	
Total overheads	62,000	
Estimated direct labour hours	1,24,000	hours

6. From the following information relating to XYZ Ltd. you are required to find out :

(a) Contribution

(b) Break-even points in units

(c) Margin of safety

(d) Profit

Total fixed cost                      ₹ 4,500/-

Total variable cost                    ₹ 7,500/-

Total sales                              ₹ 15,000/-

Units sold                                5,000 units

(e) Also calculate the volume of sales to earn a profit of Rs. 6,000/-

7. A Ltd. manufactures a single product, the standard mix of which is :

Material A 60% at ₹ 20 per kg.

Material B 40% at ₹ 10 per kg.

Normal loss in production is 20% of inputs. Due to shortage of Material A, the standard mix was changed. Actual results for March 2011 were :

Material A      105 kg at ₹ 20 per kg.

Material B      95 kg at ₹ 9 per kg.

Input                    200 kg

Loss                     35 kg

Output                  165 kg

Calculate :

- (i)    Material price variance
- (ii)   Material Usage Variance
- (iii)   Material Mix Variance
- (iv)   Material Yield Variance



Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-14**

**MMM (First Semester) EXAMINATION, 2017**

**104 : MANAGERIAL ECONOMICS**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Draw neat diagrams wherever necessary.

1. Define Managerial Economics. Are the concepts viz. Price Elasticity of Demand and Nature of Competition in the market useful for promoting sales ? Justify.
2. Describe the merits and demerits of any form of business organisation. Give examples.
3. State the Law of Demand. Why are goods of snob appeal and Giffen's goods exceptions to the law ?
4. Explain the *three* stages of production with the help of Law of Variable Proportions.
5. State the features of monopoly. Show the price and output determination in the long run under monopoly with the help of MR and MC curves.

P.T.O.

6. Describe any *two* pricing methods.
7. Write notes on any *two* of the following :
- (a) Break-even analysis
  - (b) Profit Maximisation as the objective of firm
  - (c) Support Price
  - (d) Cartel.

Total No. of Questions—6]

[Total No. of Printed Pages—2

Seat No.	
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[5268]-15

M.M.M. (I Semester) EXAMINATION, 2017

105 : RESEARCH METHODOLOGY

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

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

(iii) Figures to the right indicate full marks.

1. (A) What is social research ? Discuss characteristics and limitations of social research. [10]

(B) Prepare frequency distribution table for the following data : [5]

10 23 10 17 27 16 15 30 20 34

22 12 29 11 15 20 16 18 23 24

19 24 36 29 18 25 21 26 32 28

14 17 33 38 31 23 19 27 24 35

13 16 22 26 32 35 29 25 19 14

Take classes as 10—15, 15—20, 20—25 etc.

(C) Draw a Bar chart for the data tabulated above. [5]

2. Explain the following sampling techniques : [10]

(a) Area sampling

(b) Quota sampling.

P.T.O.

3. Discuss various steps involved in Research Process. [10]
4. Prepare a questionnaire to carry out customer satisfaction survey about in-flight services offered by different airlines. [10]
5. Elaborate importance of scaling techniques in research. Discuss various attitude scales. [10]
6. Write short notes on (any *four*) : [20]
  - (a) Components of research report
  - (b) Interviews as tool for collecting primary data
  - (c) Sources of secondary data
  - (d) Qualities of workable hypothesis
  - (e) Error in measurement.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-16**

**M.M.M. (First Semester) EXAMINATION, 2017**

**106 : CONSUMER BEHAVIOUR**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. What is Consumer Behaviour ? Explain Howard Seth Model of Consumer Behaviour.
2. What are the benefits of segmentation ? Explain the bases of segmentation with relevant examples.
3. How the external factors like culture, social class and family influence the consumer behaviour ?
4. (a) What is Reference group ? How do the Reference groups influence buying behaviour ?  
(b) Explain the relationship between personality traits, purchase involvement and buying behaviour.

P.T.O.

5. “A dissatisfied customer is an unpaid salesman of your competitor.” Explain the statement in the context of customer satisfaction and delight.
6. Write a detailed note on consumer decision-making process.
7. Write short notes on (any *two*) :
  - (a) Self-concept
  - (b) Influence of Maslow’s hierarchy of need on consumer behaviour
  - (c) Projective techniques.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5268]-22

**M.M.M. (Second Semester) EXAMINATION, 2017**

**202 : RETAIL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Every questions carreis **14** marks.

1. India is on the threshold of a retail revolution, what formats do you think are suitable for a retailer to create a pan Indian footprint ?
2. "Modern retailing is largely dependent on Information Technolog".  
Comment.
3. With the help of suitable examples explain in detail the factors that must be considered while deciding the store lay out.
4. "The site location plays a dominant role in the success of retail store." Justify. Discuss the steps involved in site location for a retail outlet.

P.T.O.

5. Discuss the retail pricing strategies in detail.
6. Explain the concept of Franchising. Enlist and discuss the merits and demerits of franchising.
7. Write short notes on (any *two*) :
  - (a) Retail Organisation Structure
  - (b) Public relation in Retailing
  - (c) Retail Segmentation.



Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5268]-23

**M.M.M. (Second Semester) EXAMINATION, 2017**

**203 : SALES MANAGEMENT AND PERSONAL SELLING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

**(ii) *All* questions carry equal marks.**

1. Define Sales Management. What are the important functions of Sales Management ?
2. What is Sales Forecasting ? Explain the various types of sales forecasting methods with its strength and weaknesses.
3. As a Sales Manager, what alternative structures will you consider for FMCG company ? Explain with suitable examples.
4. What areas should be considered as important for imparting effective training program for service company sales force.
5. What is Recruitment and Selection ? Explain the important steps in selection process.
6. What monetary and non-monetary incentive tools can be used for motivating Sales force ?

P.T.O.

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

- (a) Sales Supervision
- (b) Sales objectives
- (c) Sales Research
- (d) Customer Education.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-24**

**M.M.M. (Second Semester) EXAMINATION, 2017**

**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 and importance of various participants in physical distribution process.
2. Define the term Marketing Channel. Discuss various functions of marketing channels.
3. What are Unconventional Channels ? Discuss different approaches of marketer to distribute consumers goods, Industrial goods and services.
4. Explain the concept of supply chain management. What are the challenges for effective supply chain management.
5. Can we eliminate wholesaler ? Comment. Justify your answer with examples.

P.T.O.

6. Design a suitable marketing channel for mobile handsets.
  
7. Write short notes on (any *two*) :
  - (a) Criterii for selection of channel partner
  - (b) Multichannel marketing systems
  - (c) Material Handling
  - (d) Wholesaler Marketing decisions.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-25**

**M.M.M. (Second Semester) EXAMINATION, 2017**

**MARKET RESEARCH**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. "Marketing decisions based on the market research results are more reliable and realistic." Explain the statement with suitable examples.
2. Briefly explain various probability and non-probability sampling techniques.
3. Discuss the following market research techniques in detail :
  - (a) Observation technique
  - (b) Projective technique.
4. Discuss the steps in questionnaire designing.

P.T.O.

5. A survey is conducted to analyse the status of a newly launched product of a company. It is planned to conduct a stratified random sampling for this study. The consumers of the product is divided into three stratas viz, Retail shop consumers, mall consumers and online consumers. The total number of consumers for the product is 200 and the number of retail consumers, mall consumer and online consumers is 20, 50 and 130 respectively. If the sample size is 20, determine the number of consumers to sample from each category. Explain why and explain the importance of Stratified Random Sampling.
6. Compare and contrast nominal scale, Ordinal scale, Interval scale and Ratio scale.
7. Write short notes (any *two*) :
- (a) Ordinal Scale
  - (b) Perceptual Map
  - (c) Semantic Differential
  - (d) Likert Scale

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-26**

**M.M.M. (Second Semester) EXAMINATION, 2017**

**RELATIONSHIP MARKETING**

**(2008 PATTERN)**

**Time : 3 Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

(iii) Use of suitable examples, models etc. will be appreciated.

1. “Relationship Marketing today holds the key to competitive edge. The essence of Relationship Marketing lies in the firms creating a strong group of loyal customers”. Explain.
2. As a business Manager of private Bank in India what marketing strategy would you suggest to ensure that your customers do not switch over to your competitors ? Illustrate your answer.
3. Explain role of relationship in distribution. Give example.
4. Define life time customer value. How is it calculated ?
5. Explain contribution of Information Technology to the practices of relationship marketing.

P.T.O.

6. Describe level of customer profitability analysis.

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

(a) Mass Customization

(b) Customer acquisition Vs Customer retention

(c) Buyer Seller Relationship

(d) Online Marketing.



Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-31**

**M.M.M. (Third Semester) EXAMINATION, 2017**  
**301 : INTERNATIONAL MARKETING**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) Attempt any 4 out of 6 questions.

(iii) All questions carry equal marks. (14 each)

1. What is International Marketing Management ? Explain the factors and motives for going International Marketing.
2. Explain for global marketing environment are needed e-analysis and country risk analysis ?
3. What is global marketing research ? Explain research process of International marketing.
4. Explain issues and challenges of global advertiesing and its impact internationally for durable products.
5. What is International Pricing for the product ? Explain factors influencing the decision of International pricing.
6. Write short notes on (any two) :
  - (i) Challenges of distribution of International Market;
  - (ii) Standardised global Advertising theme;
  - (iii) Secondary Data utilised for International Marketing Research.

P.T.O.

7. Case Study :

The Apple Computers, which is very popular in USA, and the Colgate Palmolive products failed in Japan as they were not adapted to the Japanese market. A study of 300 major American companies doing business in Japan has revealed that most of the successful companies entered the market with the strength of a resource driven product, a technological lead, a new to Japan concept, a differentiated marketing strategy or most likely, a combination of these.

In the International scene, the Boeing provides an example of how strategic management ensures business success. In early 1970s, the sales of the Boeing 737 began to tail off because of decline in orders from the airlines of developed countries like the U.S. Therefore, the company turned its attention to the underdeveloped countries mainly the Middle East, Africa and South America. But it indeed to adapt the plane to the idiosyncrasis of the third world aviation. The company redesigned the wings to allow shorter landings and added thrust to the engines for quicker take-offs. Third world airlines grew, they began buying Boeing's larger planes. Recently the 737 became the best selling commercial jet in the history.

Answer the following questions referring the above information :

- (i) What are all these strategies for new product to adapt the foreign market.
- (ii) Explain the strategies and practices for the existing product globally.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-32**

**M.M.M. (Third Semester) EXAMINATION, 2017**

**302 : LAWS RELATED TO MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Define agreement and contract. What test would you apply to ascertain whether an agreement is a contract ? [14]
2. Who is unpaid seller ? What are the various rights of unpaid seller ? [14]
3. What are the effect of Registration of trade marks ? State offences and penalties under Trade Marks Act, 1999. [14]
4. Explain electronic signature and procedure for obtaining electronic signature certificate. [14]
5. What are the penalties prescribed in the Negotiable Instruments Act in case of dishonor of cheque for insufficiency of funds. [14]
6. Define the term consumer and consumer dispute. Elaborate various rights of Consumer Under the Act. [14]

P.T.O.

7. Write short notes on (any *two*) : [14]
- (a) Duties and responsibilities of Agent under contract of Agency.
  - (b) Promissory note
  - (c) Fundamentals of vat
  - (d) Copyright
  - (e) Consideration.

Total No. of Questions—8]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-33**

**MMM (Third Semester) EXAMINATION, 2017**

**303 : FINANCIAL SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Discuss the various financial products and how these products are being managed ?
2. What are the financial services available in India ? Explain the management of financial services from the point of view marketing.
3. What do you mean by insurance ? Discuss the type of insurance with its merits and demerits.
4. Explain the financial planning process and strategies adopted to cover risk by companies in respect of insurance.
5. What is the benefit of an Asset Management Company (A.M.C.) to the investors of mutual fund schemes ? What are the responsibilities of the A.M.C. ?

P.T.O.

6. Discuss the concept of merchant banking. What services are rendered by merchant bankers ?
7. Explain various bank products and how technology has impact on bank marketing ? Quote appropriate examples.
8. What is Venture Capital ? What are the difficulties faced by venture capitalist in India ?

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-34**

**M.M.M. (Third Semester) EXAMINATION, 2017**

**304 : MARKETING COMMUNICATION**

**(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 Integrated Marketing Communication ? Discuss the importance and relevance of IMC to marketing.
2. Define Sales Promotion. Explain various types of Consumer Sales Promotion methods.
3. Do you think 'Online-Marketing' is emerging as a stronger new medium for IMC ? Discuss.
4. Discuss the different functions of an Advertising Agency.
5. Define Advertising. Discuss the advantages and disadvantages of different advertising media.
6. Define Direct Marketing. Explain various direct response methods.

P.T.O.

7. Write short notes on (any *two*) :
- (a) Reach and frequency
  - (b) Types of Appeals
  - (c) Corporate Social Responsibility
  - (d) AIDA.



Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5268]-35

MMM (III Semester) EXAMINATION, 2017

305 : RETAIL OPERATION MANAGEMENT

(2008 PATTERN)

Time : Three Hours

Maximum Marks : 70

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

(ii) *All* questions carry equal (14) marks.

1. Define the term Retailer. Explain store based retailing with suitable examples.
2. What do you understand by retail marketing mix ? Discuss the role of pricing in retail marketing mix.
3. Define category management. Discuss various steps in category management.
4. Discuss the role of advertising in retailing giving suitable examples.
5. Critically explain the components of a typical supply chain.

P.T.O.

6. "Location of a store is the biggest contributing factor in the success of retailing." Discuss. Also explain the factors determining store location.
7. Write short notes (any *two*) :
- (i) Types of retail location
  - (ii) Role of IT in retailing
  - (iii) Franchising.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-41**

**M.M.M. (IV Semester) EXAMINATION, 2017**

**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 brand equity. Discuss its significance in today's highly competitive environment.
2. Discuss various product line decisions usually taken by Product Manager.
3. Discuss Qualitative and Quantitative methods of Sales Forecasting.
4. What is Co-branding ? Explain various types with latest examples from the industry.
5. Discuss the advantages and disadvantages of Brand Extension.
6. Discuss various Brand Positioning Strategies adopted by Marketers.

P.T.O.

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

- (a) Types of Products
- (b) Competitor analysis
- (c) Product differentiation strategies
- (d) Managing brand over time.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5268]-42

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**402 : STRATEGIC MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Explain the following tools of Strategic Marketing Analysis.
  - (a) BCG Matrix
  - (b) Porter's 5 forces model of competition
2. Formulate strategies for planned and unplanned withdrawals.
3. "Marketing Audit is very essential for measurement of Marketing Performance." Comment.
4. Discuss the following statement :  
"Strategy formulation is incomplete without vision, mission, objectives and goals."
5. Describe the challenges faced by service sector in integration of Marketing strategies and their application.

P.T.O.

6. What is 'Strategic Marketing Management' ? Explain its objectives and importance.
7. Write short notes (any *two*) :
- (a) 4Ps
  - (b) Mckinsey's 7s Framework
  - (c) Branding strategies in FMCG
  - (d) GAP analysis.

Total No. of Questions—7]

[Total No. of Printed Pages—2

Seat No.	
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[5268]-43

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**403 : EXPORT DOCUMENTATION AND**

**FOREX MANAGEMENT**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. How Exporter understand Foreign Exchange Rates and Protect Business against their adverse movement ?
2. What are the financial and fiscal incentives provided by govt. and foreign exchange facilities provided by RBI and Exim Bank ?
3. How do Govt./Semi. Govt./Autonomous organisations offer institutional support to Exporter ? Explain in detail.
4. Define "Letter of credit" and explain in brief various types of "Letter of credit".

P.T.O.

**5.** Explain the following documents :

- (a) Weight Note
- (b) Custom Invoice
- (c) Shipping Advice
- (d) Antiquity Certificate
- (e) Bill of Exchange
- (f) Consular Invoice
- (g) Manufacture's Certificate

**6.** What incentives and facilities exporter gets related to exports.

**7.** What preliminaries are carried out by Exporter for :

- (a) Sending overseas samples
- (b) Appointing overseas Agents
- (c) Registration as Exporter.



Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-44**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**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. Explain the key principles of targeting, interaction, control and continuity.
2. Describe increasing use of web-based retailing against company showrooms or factory outlets with examples.
3. 'Sales force automation increases customer interaction and help in effective CRM.' Explain with examples.
4. Discuss the role of brands and personalized marketing communications in integrating direct marketing media.
5. Explain the impact of technology on the direct marketing channels with examples.

P.T.O.

- 6.** Direct mailing and e-mailing helps in wide coverage of the market.  
Discuss.
- 7.** Write short notes on (any *two*) :
- (a) Data Protection and Privacy
  - (b) Direct Marketing Vs Marketing through channels
  - (c) Lead generation and customer acquisition.

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-45**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**INDUSTRIAL MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

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

(ii) *All* questions carry equal marks.

1. Design and justify the channels of Distribution for a National Level Organisation Manufacturing Welding Rods.
2. List and explain various factors affecting Industrial Demand.
3. What do you understand by the term Reseller's Market ? What are the typical characteristics of this Market ?
4. Discuss with the help of suitable examples the difference between the Buying Decision Process of Industrial Buying and Consumer Buying.

P.T.O.

5. Explain in detail various determinants/factors in pricing of industrial Products.
6. "Personal Selling works very well in Industrial Market." Do you agree ? Justify your answer.
7. Write short notes on (any *two*) :
  - (a) Role of Government Agencies
  - (b) Vendor Analysis
  - (c) Industrial Middleman
  - (d) Criteria to Determine Buyer's strength

Total No. of Questions—7]

[Total No. of Printed Pages—2

<b>Seat No.</b>	
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**[5268]-46**

**M.M.M. (Fourth Semester) EXAMINATION, 2017**

**RURAL AND AGRICULTURAL MARKETING**

**(2008 Pattern)**

**Time : 3 Hours**

**Maximum Marks : 70**

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

(ii) All questions carry equal marks.

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

1. Suggest Marketing Mix for an Ayurvedik cough syrup obtained from natural plant materials. The product has been clinically tested and cleared for human consumption. It is highly effective in small doses and does not give any side effects.
2. Write a note on scope of agricultural marketing and challenges thereon.
3. Explain the need and importance of Training and Research in Agricultural Marketing.
4. (a) Explain the meaning of cooperative marketing in agricultural produce.  
(b) What are functions of Co-operative marketing societies ?

P.T.O.

5. Discuss the role of agriculture in Economic Development of India.
6. Write a note on Specific features of 'Rural Marketing' in India. Also explain its scope and limitations.
7. Write short notes on (any *two*) :
  - (a) Classification of products and services in Rural Marketing.
  - (b) Difference in Agricultural and Industrial Marketing.
  - (c) Marketing Information.







