

Total No. of Questions—5]

[Total No. of Printed Pages—3

Seat No.	
---------------------	--

[5268]-101

MMM (First Semester) EXAMINATION, 2017

101 : BASICS OF MARKETING

(2013 PATTERN)

Time : Two 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 full marks for that 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 illustrations supportive to your
answer.

1. Explain in detail the following concepts under which organizations
conduct their marketing activities : [10]

1. The Production Concept
2. The Product Concept
3. The Selling Concept
4. The Marketing Concept
5. The Societal Marketing Concept.

Or

Discuss in detail marketing of services—nature and characteristics
of services, classification of services and importance of marketing
in service sector. [10]

P.T.O.

2. In the modern business world, the significance of marketing management has increased to a great extent due to the constant changes in macro environment.” Critically evaluate the statement analyzing the macro environmental factors influencing Indian marketing world. [10]

Or

Define Marketing-mix. Explain various elements of marketing-mix in detail. [10]

3. “If you are able to know why and how consumers buy, what they buy, you can be successful marketer.” Explain the statement considering various aspects of consumer buying behavior. Describe the steps in consumer buying process. [10]

Or

Describe the various basis of market segmentation. As a marketing manager of a company manufacturing variety of woollen garments, how would you segment the market for such products to be sold all over India ? Make necessary assumptions and justify your answer. [10]

4. Explain the various stages of the Product life-cycle with suitable examples. [10]

Or

Explain : [10]

- (1) Brand Name and Trademark
- (2) Advantages and disadvantages of Branding
- (3) Pack, Packing, Packaging
- (4) Features and functions of Packaging.

5. What is Sales Promotion ? What are the tools and techniques of Sales Promotion ? What are the benefits of Sales Promotion ? [10]

Or

What do you mean by Distribution strategy ? Discuss the 5M's of Advertising Management. Give suitable illustrations from Indian marketing world. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—5

Seat No.	
---------------------	--

[5268]-102

M.M.M. (First Semester) EXAMINATION, 2017
102 : ACCOUNTING FOR BUSINESS DECISION
(2013 PATTERN)

Time : Two 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 answer should be specific and to the point.
(v) Use of simple calculator is permitted.

1. What do you mean by Financial Statements ? "Financial records are important to different stakeholders of organization." Explain.

Or

Define Financial Accounting. Explain in brief Accounting Concepts with suitable examples.

2. Define Management Accounting. Explain functions of Management Accounting with suitable examples.

Or

Explain the points of distinction between Financial Accounting and Management Accounting.

P.T.O.

3. You are given the following data :

Year	Sales (Rs.)	Profit (Rs.)
2011	1,20,000	8,000
2012	1,40,000	13,000

Find out :

- (a) P/V Ratio
- (b) Break-even Point
- (c) Margin of Safety in year 2012.

Or

ABC Ltd. manufactures three products P, Q and R. The unit selling prices of these products are Rs. 100, Rs. 80 and Rs. 50 respectively. The corresponding unit variable costs are Rs. 50, Rs. 40 and Rs. 20. The proportions (quantitywise) in which these products are manufactured and sold are 20%, 30% and 50% respectively. The total fixed costs are Rs. 14,80,000.

Given the above information, you are required to work out the overall break-even quantity and the productwise break up of such quantity.

4. 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.

At 80% capacity (Rs.)

Variable overheads :

1. Indirect labour	12,000
2. Stores including spares	4,000

Semi variable overheads :

1. Power (30% fixed)	20,000
2. Repairs and maintenance (40% variable)	2,000

Fixed overheads :

1. Depreciation	11,000
2. Insurance	3,000
3. Salaries	10,000
Total overheads	62,000
Estimated direct labour hours	1,24,000

Or

From the following forecast of income and expenditure prepare a cash budget for the period from June to August,

(Amount in Rupees)

Months	Sales	Purchases	Wages	Manufacturing expenses	Selling expenses
April	50000	40000	5000	20% of wages	5% of sales
May	80000	50000	5000	20% of wages	5% of sales
June	60000	70000	6000	20% of wages	5% of sales
July	70000	40000	6000	20% of wages	5% of sales
August	60000	30000	7000	20% of wages	5% of sales

Additional information :

- 1/5th of the sales are on cash basis.
- 50% of the credit sales are recovered in the next month, whereas 50% are recovered after two months.
- Cash sales are made at 5% cash discount.
- All purchases are credit purchase and the due amount is paid after two months.

5. Wages are paid 15 days in arrears.
 6. Manufacturing and selling expenses are paid in same month.
 7. A machine costing Rs. 60000 is to be purchased in the month of July. 50% payment is to be made in the same month and the remaining amount is to be paid in three equal instalments along with interest at 18% p.a.
 8. As on 1st June cash balance is Rs. 36600.
- 5.** The standard cost of a chemical mixture is as follows :
- 40% material A at Rs. 20 per kg.
 - 60% material B at Rs. 30 per kg.
- A standard loss of 10% of input is expected in production. The cost records for a period showed the following usage :
- 90 kg. material A at a cost of Rs. 18 per kg.
 - 110 kg, material B at a cost of Rs. 34 per kg.
- The quantity produced was 182 kg. of good product.
- Calculate :
- (a) Material Cost Variance
 - (b) Material Price Variance
 - (c) Material Usage Variance.

Or

The following data is available in respect of two departments :

Particulars	Department A	Department B
Actual direct wages	Rs. 2000	Rs. 1800
Standard hours produced	8000	6000
Standard rate per hour	Rs. 0.30	Rs. 0.35
Actual hours worked	8200	5800

Calculate :

- (a) Labour Cost Variance
- (b) Labour Rate Variance
- (c) Labour Efficiency Variance.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-103

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

103 : ECONOMIC ANALYSIS FOR BUSINESS DECISION

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. : (i) Attempt *all* questions.

(ii) *All* questions carry equal [10] marks.

1. What is Economic Analysis for Business Decision (EABD) ? Explain nature and scope of the firm.

Or

Explain the role and objectives of the firm.

2. What is Price Elasticity of Demand ? Explain types of price elasticity of demand with graphs.

Or

What is demand estimation ? Explain any *two* methods of demand estimation.

3. What is production function ? Explain with diagram the return to scale.

Or

What is Break-even analysis ? Explain with diagram. Give its limitations.

4. What is monopoly ? Explain monopoly equilibrium in the short-run with diagram (graphical).

P.T.O.

Or

Define oligopoly with its features. Explain kinked demand curve in oligopoly.

5. What is the difference between micro-economics and macro-economics? Explain Aggregate demand.

Or

Explain Interest rate and Exchange rate and their impact on the operation of the firm.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-104

MMM (First Semester) EXAMINATION, 2017

104 : BUSINESS RESEARCH METHOD

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Answer *Five* questions.

(ii) All questions carry equal marks.

1. What are the objectives of Research ? Explain its limitation.

Or

Explain experimental design of research.

2. Explain the steps involved in Research Process.

Or

Discuss the formulation of objectives and hypothesis.

3. Describe 'Sample', 'Population' and 'Sampling Frame' with example.

Or

What are the 'Sampling Methods' ? Explain 'Non-Probability' sampling methods.

4. What is the meaning of 'Data-collection' ? Explain primary data with example.

P.T.O.

Or

What is 'Secondary Data' ? Explain importance and relevance of Secondary Data.

5. Explain 'Graphical' and 'Diagrammatic Presentation' of data.

Or

Write short notes on (any *two*) :

- (i) Mean and Median
- (ii) Standard Deviation
- (iii) Correlation
- (iv) SPSS

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5268]-105

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

105 : ORGANISATION BEHAVIOUR

(2013 PATTERN)

Time : 2 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 answers 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. Define Organisation Behaviour. “Organisation Behaviour will get more importance in coming days.” Comment on the statement. [10]

Or

Describe Custodial, Supportive model of OB. [10]

2. What behavioural predictions might you make if you knew that an employee had : [10]

(a) A low Mach Score

(b) An external locus of control

(c) A low self-esteem

(d) A type A Personality ?

P.T.O.

Or

Sometimes changing attitude is in the best interests of organisation.
How one can change attitudes of employees ? [10]

3. How one can apply Maslow's Theory of Motivation in one's organisation ? [10]

Or

Define Morale. Which factors employee morale at the workplace?
Write a note on types of motives. [10]

4. Describe five stage group developments Model. [10]

Or

Which according to you are major sources of Inter-personal Conflicts?
How interpersonal conflicts are resolved in modern organisation?
[10]

5. Employees' stress is an increasing problem in organisations. Comment on the statement. What are the sources of stress for employees in modern organisations ? [10]

Or

Illustrate rapid forces of change in the modern organisations.
[10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-106

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

106 : BUSINESS COMMUNICATION

(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) Figures to the right indicate full marks for that 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 illustrations supportive to your
answer.

1. (a) Define Communication. Explain the importance and objectives
of Communication. [10]

Or

(b) Explain the process of communication in detail. [10]

2. (a) Explain the concept of Johari Window with suitable examples. [10]

Or

(b) What is the relation between Communication and Information
Technology (IT) ? [10]

P.T.O.

- 3.** (a) Explain the importance of report writing. Discuss the procedure of writing a report. [10]

Or

- (b) Explain the essential characteristics of a business letter. [10]

- 4.** (a) How is non-verbal communication helpful in conveying a message ? [10]

Or

- (b) What is the importance of 'listening' in communication ? [10]

- 5.** (a) What are the essentials of case writing ? [10]

Or

- (b) What are the steps in solving a case study ? [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-201

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

201 : PRODUCT MANAGEMENT

(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) Figures to the right indicate full marks for the question.
 - (v) Your answers should be specific and to the point.
 - (vi) Support your answers with suitable live examples.
 - (vii) Neat diagrams must be drawn wherever necessary.

1. (a) Define product. Discuss classification of products in detail. [10]

Or

(b) Explain the changes affecting product management. [10]

2. (a) Discuss the positioning on the basis of choice of customer targets and choice of competitor targets. [10]

Or

(b) Explain product line and product length with suitable example. [10]

P.T.O.

3. (a) Discuss in detail the factors influencing product failure. [10]

Or

(b) Explain in brief stages in new product development process. [10]

4. (a) Elaborate on Introduction and Growth stage of product life cycle with suitable examples. [10]

Or

(b) Elaborate on maturity and decline stage of product life cycle with suitable examples. [10]

5. (a) Discuss product growth stage and maturity stage in international product life cycle. [10]

Or

(b) Elaborate on international product mix. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5268]-202

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

202 : SALES MANAGEMENT

(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. What is Sales Management ? What is difference between selling and marketing ? What is importance of Sales Management in organisation ?

Or

Why do a company go for sales forecasting ? What are different methods of forecasting ?

2. Explain Personal selling strategies in detail.

Or

Explain Promotion policies with suitable example.

3. What are different types of sales organisation structure ? Explain with examples.

Or

How does sales department co-ordinate relations with other departments in the organisations ?

P.T.O.

4. Why do you require to control the sales personnel ? Is it important and necessary to evaluate and supervise performance of sales personnel. Explain.

Or

What are different types of sales meeting ? How do you evaluate sales meetings and contest ?

5. Explain procedure for Sales Quota in detail with suitable example.

Or

What is importance of sales territory ? What are procedures for setting of sales territory ?

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5268]-203

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

203 : MARKETING RESEARCH

(2013 PATTERN)

Time : 2:30 Hours

Maximum Marks : 50

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

(ii) Each question has an internal option within the question.

(ii) Each question carries 10 marks.

1. Define Marketing Research. Explain its nature and scope. [10]

Or

Explain with suitable examples various types of research conducted in the field of marketing. [10]

2. What are different types of Market Research Techniques ? How are they applied in practice ? [10]

Or

What are limitations of marketing research ? What obstacles are there in accepting marketing research ? [10]

P.T.O.

3. Explain the role and importance of an accurate questionnaire in marketing research. [10]

Or

Explain various scaling techniques used in marketing research. [10]

4. Distinguish between descriptive statistics and inferential statistics. [10]

Or

Explain the term 'Hypothesis Testing'. Which statistical tools are applied in testing hypothesis ? [10]

5. Elaborate the steps involved in writing a good research report. [10]

Or

What are the fundamentals of a good marketing research project ? [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-204

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

204 : INTEGRATED MARKETING COMMUNICATION-I

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

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

1. What are the basic foundations of Integrated Marketing Communication ? Use any example to explain this.

Or

Discuss ethical integrated marketing practices. Explain ELM model in detail.

2. Explain in detail components of advertising budget and appropriation methods.

Or

What important factors should be considered in market analysis while developing a media plan ?

3. What do you mean by Public Relations in IMC ? Justify your answer with an example.

Or

Explain in detail promotional tools of Integrated Marketing Communications.

P.T.O.

4. Justify how product placements in films and Sponsorships for Reality Shows and & TV serials are contemporary tools of Integrated Marketing Communication.

Or

What do you understand by Ambush Marketing and Surrogate Advertising ? Discuss with relevant examples.

5. Explain in detail message evaluation with the help of copy testing, pre-testing and post-testing techniques.

Or

Elaborate different methods for measurement of advertising effectiveness.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-205

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

205 : SERVICES MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All questions carry equal marks.*

1. Explain how services marketing differs from Goods marketing. Critically evaluate the challenges in services marketing in India.

Or

Define Services Marketing and explain classification of services. Elaborate the difference between Services Marketing and Goods marketing.

2. "Pricing of services is more difficult than that of goods." Comment and justify with suitable example.

Or

Elaborate different promotion techniques of services with suitable examples.

P.T.O.

3. "Customers are co-producers in Services Marketing." Comment and justify with suitable examples.

Or

Explain the importance of physical evidence in services marketing with suitable examples.

4. Elaborate how you will measure Customer Satisfaction for customers shopping in a supermarket like D-Mart.

Or

Elaborate on waiting time management with respect to a Fine Dine Restaurant.

5. Explain Parsuraman-Zeithmal-Bitner (PZB) Gap Model of Service quality.

Or

Elucidate role of technology in services marketing with suitable examples.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-206

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

206 : RETAIL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question has internal option.

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

(iv) Neat diagrams must be drawn wherever necessary.

(v) Your answer should be specific and to the point.

(vi) Support your answers with suitable live examples.

1. (a) Explain the current trends of Indian Retail Industry with an appropriate example.

Or

(b) Illustrate the term franchising in retailing and theories of retail development.

2. (a) What are the various factors affecting Retail location ? Suggest store layout for departmental Layout.

Or

(b) What do you mean by retail location ? Explain the types of retail location with suitable example.

P.T.O.

3. (a) Define Retail Price. Explain the concept of retail pricing policies and strategies. Quote suitable examples.

Or

- (b) Define Merchandising Management. Explain the process of Merchandise Planning.

4. (a) Define communication mix. Explain the role of Communication Mix in Retail Marketing.

Or

- (b) Write short notes on (any two) :

(i) Store Based promotion Mix.

(ii) Visual Merchandising Retail Communication Tool.

(iii) Role Point of Purchase Displays.

5. (a) Discuss the need of various technologies that are very essential for Retail industry. Justify with suitable example.

Or

- (b) "A" Retailer is a Key component of the supply chain". Explain the statement giving role and functions of Retailer.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-207

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

207 : CONSUMER BEHAVIOUR

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Neat diagrams must be drawn wherever necessary.

(ii) Figures to the right indicate full marks.

1. (a) Explain the term Family Life Cycle. Discuss the purchasing decisions in family life cycle with suitable example. [10]

Or

(b) State the role of social group in the following : [10]

(i) Upper class husband who is a doctor.

(ii) Lower class husband who is a workshop mechanic.

2. (a) What do you mean by the term Personality ? Explain its influence on purchase decisions. [10]

Or

(b) State and explain the stages or needs where the following things are required in Maslow's need Hierarchy theory. [10]

(i) Food

(ii) Love

P.T.O.

3. (a) Short notes on any *two* : [10]
(i) Types of consumer decisions
(ii) Purchasing Pattern
(iii) Customer satisfaction.

Or

- (b) State and explain whether consumer is satisfied or dissatisfied with respect to the following : [10]
(i) Buys a mobile and does not get required functions.
(ii) Buys a mobile and gets recharge voucher free.
4. (a) Which are the different Consumer Behaviour Models ? Explain any *one* with suitable example. [10]

Or

- (b) Using any consumer behaviour model explain the decision process for purchase of a house. [10]
5. (a) What do you mean by Living Standard Measures ? Explain with suitable examples. [10]

Or

- (b) Explain the characteristics of BOP consumers and explain how companies cater to the needs of BOP consumers for Mobile. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-301

MMM (Third Semester) EXAMINATION, 2017
301 : CUSTOMER RELATIONSHIP MANAGEMENT
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) *All* questions carry equal marks.

(ii) Question number **5** is compulsory.

1. Define Customer Relationship Management. Explain types of CRM. [10]

Or

Discuss in detail process of CRM.

2. What are the characteristics of Relationship ? Discuss key concept in customer relationship. [10]

Or

Explain in detail key principles of Relationship Management.

3. Explain in detail CRM strategies and also explain how to develop these strategies in company ? [10]

Or

Discuss in detail framework for building CRM strategy.

4. What do you mean by Customer value ? Explain its characteristics. [10]

P.T.O.

Or

What is the meaning of customer lifetime value ? Explain its dimensions.

5. Write short notes on (any *two*) : [10]
- (a) Data warehousing
 - (b) Data mining
 - (c) Database marketing.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-302

M.M.M. (Third Semester) EXAMINATION, 2017
302 : STRATEGIC MARKETING MANAGEMENT
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each questions has internal option.

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

(iv) Neat diagrams must be drawn wherever necessary.

(v) Figures to the right side indicate full marks.

(vi) Your answer should be specific and to the point.

(vii) Support your answers with suitable live examples.

1. (a) Define strategic marketing. Explain the strategic management process with suitable example. [10]

Or

(b) Explain the concept of strategic business unit with example. What are the various factors that determine the success of strategic business unit ? [10]

2. (a) Define marketing environmental analysis. Write a short note on : [10]

(i) SWOT Analysis

(ii) Components of marketing environment analysis.

P.T.O.

Or

(b) Is there any difference between corporate strategy and marketing strategy ? Justify your answer with valid points and suitable examples. [10]

3. (a) Define marketing strategy formulation. How McKinsey's 7S framework helps in analyzing and improving organizational effectiveness ? [10]

Or

(b) Explain Porter's five forces model of competition and GE-9 Cell model with examples. [10]

4. (a) What do you mean by Branding ? Developing brand is much more difficult than developing a product. Comment and justify your answer with suitable example. [10]

Or

(b) Using the example of any online store, discuss how they changed the trend of marketing by implementing technological revolution and online marketing. [10]

5. (a) Explain integration and diversification as a strategic marketing option using suitable example. [10]

Or

(b) What is the process of Marketing Control ? Elaborate on various types of marketing evaluation and control process. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-303

MMM (Third Semester) EXAMINATION, 2017

303 : STRATEGIC BRAND MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Figures to the right indicate full marks.

1. What is a Brand ? Explain the benefits of building strong brands.

Or

Explain the challenges and opportunities of Branding in detail.

2. Write different steps in building a strong Brand with appropriate examples.

Or

Describe various qualitative techniques to measure Brand Performance.

3. What are the levels of Brand Awareness ? Explain in detail.

Or

Discuss the strategic Brand Building Process.

4. Explain the following models of Brand Equity :

(a) Aaker Model

(b) Brandz Model.

P.T.O.

Or

Explain Brand Loyalty. What are the factors that affect Brand Loyalty ?

5. Discuss the brand management strategies with reference to Brand Revitalization and Rebranding.

Or

Describe the following concepts in detail :

- (a) Brand Value
- (b) Brand Positioning.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-304

MMM (Third Semester) EXAMINATION, 2017

304 : GLOBAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Question No. 5 is compulsory.

(ii) All questions carry equal marks.

1. Critically examine the challenges in global marketing. [10]

Or

Write a detailed note on International Marketing Environment.

2. Explain in detail international pricing [10]

Or

What are some of the ways PR practices vary in different parts of the world ?

3. International product development is based on extending the domestic product internationally. Discuss the product development process for an international firm. [10]

Or

Briefly describe cultural dimension of International Marketing.

4. Describe the steps involved in developing in international communication. [10]

P.T.O.

Or

Describe in detail drivers and challenges of international marketing.

5. Write short notes on (any *two*) : [10]

(a) Global Marketing Research

(b) International Retailing

(c) Global Distribution.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5268]-305

MMM (Third Semester) EXAMINATION, 2017
305 : MARKETING OF FINANCIAL SERVICES
(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) Figures to the right indicate marks for that 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 illustrations supportive to your answer.

1. Explain the different types of retail banking products. [10]

Or

Make a list of asset management products. Explain any *three* in detail. [10]

2. What is financial and economic meaning of Investment ? And explain in detail objectives and risks of investments. [10]

Or

(a) Explain the investor life cycle in detail. [5]

(b) What is return ? Explain expected rate of return. [5]

P.T.O.

3. Explain roles and functions of financial services regulators like RBI and IRDA. [10]

Or

What is complaints and grievances redressal mechanism ? Explain any *two* in detail. [10]

4. What is 'Internet Banking' ? Explain the benefits of Internet Banking. [10]

Or

What are the insurance distribution channels ? Write down emerging forms of insurance distribution channels. [10]

5. Enlist and explain personal selling approaches. Write down the difference between Transactional selling Vs Relationship selling. [10]

Or

What are the various emerging forms of new distribution channels ? Explain any *two*. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-306

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

306 : INTEGRATED MARKETING COMMUNICATION II

(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) Figures to the right indicate full marks for that 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 illustrations supportive to your
answer.

- 1. (a)** What is trade promotion ? State the objectives of trade promotion.
Discuss in detail how vendor support programme is carried
out for promoting the product. [10]

Or

- (b) Explain Pull and Push Strategies with the help of *two* examples
each. [10]
- 2. (a)** Which are the essential elements of direct marketing ? Design
telemarketing plan for 4G mobile phone. [10]

P.T.O.

Or

(b) What are the ethics in direct marketing ? Discuss catalogs as direct marketing media. [10]

3. (a) Discuss components of e-commerce. Explain in detail security issues related to it. [10]

Or

(b) What is the meaning of search engine optimization ? Discuss search engine advertising using suitable example. [10]

4. (a) Which are types of PR media relations ? Explain community relations in details. [10]

Or

(b) What is the relationship between PR and IMC ? 'Public Relation Officer' is very important for an Organization, discuss with the pointsrole and functions of PRO. [10]

5. (a) Discuss sports marketing as unconventional promotional media with suitable examples. [10]

Or

(b) Discuss Media Selection and Media Buying Process with specific reference to Services Industry. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-307

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

307 : BUSINESS ENVIRONMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. What is 'Business' and 'Business Environment' ?

Or

Explain the economic and non-economic environment of Business.

2. Discuss the sectoral reform in India from agriculture to service sector.

Or

Explain the transformation of traditional agriculture in agrobusiness.

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

(i) EXIM Policy

(ii) FEMA

(iii) Fiscal and monetary policy.

Or

Define 'Economic Reform'. Explain recent economic reforms in India.

P.T.O.

4. Define the concept of International Business. Explain its environment.

Or

Explain the nature and significance of International Business.

5. Define 'Foreign Investment'. Discuss its different types.

Or

Discuss the roles and responsibilities of World Bank.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-401

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

401 : SUPPLY CHAIN MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carries **10** marks each.

1. (a) “It is not the organisations that are compelling, its the supply chain are compelling.” Elaborate this sentence with meaning and significance of supply chain management.

Or

(b) What are the characteristics of Global Supply Chain Management ?

2. (a) Differentiate between centralized and decentralized purchasing.

Or

(b) Explain in detail various cost associated with Inventory.

3. (a) Consider the purchase of can of soft drink at retail store. Describe the various stages involved in supply chain management.

Or

(b) Supply chain performs the job of maintaining the delicate balance between demand and supply. Discuss.

P.T.O.

4. (a) Differentiate between cross docking and warehousing.

Or

(b) What are the different cost components in distributing consumer durable ?

5. (a) “Without data you are just another person with an opinion.”

Elaborate this sentence with role I.T. in S.C.M.

Or

(b) Explain in detail concept of demand chain management.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5268]-402

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

402 : SOCIAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Differentiate between commercial and social marketing. What do you understand by community volunteering and critical marketing ?

Or

Explain the term social marketing mix with an example.

2. What do you mean by a formative research in social marketing? Differentiate between Qualitative and Quantitative Research with examples.

Or

Explain the terms Segmentation and Targetting with example. How cross cultural tailoring is different from cultural tailoring ?

3. What are the outlets, formats and reverse channels ? Explain in detail the channel criteria for identifying appropriate channel.

Or

What are Pretesting principles ? What are the Pretesting Pitfalls ?
What is the Pretesting Criteria.

P.T.O.

4. Write short notes on :
- (i) Precede-Proceed model
 - (ii) Civic Journalism
 - (iii) Viral marketing

Or

Explain in detail the various planning and buying medias. (Paid, free, Broadcast, Print, Out of home)

5. Which qualitative methods and tracking mechanisms are used in monitoring and evaluation in Social Marketing ?

Or

What are the codes of behaviour ? What do you understand by green washing ?

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
-------------	--

[5268]-403

M.M.M. (Fourth Semester) EXAMINATION, 2017
403 : RURAL AND AGRICULTURAL MARKETING
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Answer *five* questions.

(ii) *All* questions carry equal marks.

1. Explain the Rural Infrastructure which helps Rural marketing in recent trends.

Or

Illustrate the behaviour of the Rural consumers.

2. Explain conventional and non-conventional media in Rural markets.

Or

Discuss the nature of Rural Product and Packaging strategies.

3. Explain Rural centric distribution models and its importance.

Or

Write short notes on (any *two*) :

- (a) ITC Sagar
(b) Aadhar
(c) Tata Kisan Sansar
(d) Hariyali Krishi Bazaar.

P.T.O.

4. Explain the conflicts between Agricultural marketing and Agro-based Industries.

Or

Discuss the initiatives taken by government and corporate or private sector.

5. Explain trends in Rural and Agricultural Marketing.

Or

What is the concept of cooperative marketing ? Give the reasons for slow progress of cooperative sector.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-404

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

404 : ENTREPRENEURSHIP DEVELOPMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

1. (a) Bringout the difference between Entrepreneur and Professional Managers. Also discuss entrepreneurial traits.

Or

(b) "Development of women entrepreneurs is very important". Discuss.

2. (a) Give the meaning of Entrepreneurship Development Program. Also explain the importance and objectives of EDP training.

Or

(b) Write short notes on :

(i) EDII

(ii) MDI.

3. (a) Discuss the phases of project formulation.

Or

(b) Give the definition and scope of project appraisal. Also explain the steps followed in project appraisal.

P.T.O.

4. (a) Give the incentives and subsidies for small scale industry.

Or

(b) Discuss the need and importance of location for a small scale unit.

5. (a) Give the success story of Bill Gates Microsoft. Also discuss his contribution of entrepreneurship.

Or

(b) Give the success story of JRD Tata-TATA Group. Also discuss his contribution to entrepreneurship.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-405

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

405 : SECTORAL MARKETING PRACTICES

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) Each question carries equal marks.

1. (a) Explain the role of marketing communication in Pharmaceutical marketing. [10]

Or

(b) What is Product Life Cycle (PLC) ? What marketing strategies are required at each stage of product life cycle ? [10]

2. (a) Explain in detail the institution framework involved in promoting tourism in India. [10]

Or

(b) Explain in detail Segmentation, Targeting and Positioning (STP) for tourism industry. Discuss the tourism pricing policies. [10]

P.T.O.

3. (a) Explain in brief how online marketing help tourism industry to attract customers. Also explain in detail what is meant by tourism promotion. [10]

Or

- (b) What do you mean by PR ? What is its role in tourism marketing ? [10]

4. (a) What is the role of knowledge management in service marketing strategies ? [10]

Or

- (b) Discuss the problems associated with accelerating the use of knowledge within the marketing process. Explain how knowledge can be used for effective execution of a firm's strategy. [10]

5. (a) Examine the role of political advertising campaign in promoting a political party. What is meant by political branding ? [10]

Or

- (b) Write short notes on : [10]
- (1) Political Campaign
 - (2) Types of channel in Political Marketing.

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-406

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

406 : INDUSTRIAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

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

(ii) *All* questions carry equal marks.

1. (a) What is Industrial Marketing ? Explain nature and scope of Industrial Marketing.

Or

(b) Differentiate between Industrial Marketing and Consumer Marketing.

2. (a) How Industrial Products are classified ? Explain with examples.

Or

(b) Write short notes on :

(i) Industrial Services

(ii) Standardized and Non-standardized parts

3. (a) Explain vendor selection process.

Or

(b) What is organizational buying ? Explain buying situation and buying roles.

P.T.O.

4. (a) Why negotiation skill is important for Industrial Marketing Manager ? Explain various negotiation styles.

Or

- (b) Write short notes on :
- (i) Sales presentation.
 - (ii) Annual maintenance contract.

5. (a) Explain various stages of industrial product life cycle.

Or

- (b) Design Marketing channel for 'Speedometer' required in two-wheeler and four-wheeler automobile industries.

Total No. of Questions—5]

[Total No. of Printed Pages—3

Seat No.	
---------------------	--

[5268]-407

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

407 : LEGAL ASPECTS OF MARKETING

(2013 PATTERN)

Time : 2.30 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 full marks for that 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 illustrations supportive to
your answers.
(viii) Use of calculators is permitted.

1. (a) Define consideration. Explain with illustration the exception to
the rule "No Consideration No Contract". [10]

Or

- (b) Write the concept of Contract of Sale. Explain the formalities
of Contract of Sale. [10]

P.T.O.

2. (a) What are intellectual properties ? Explain its different types. [10]

Or

- (b) Write short notes on : [10]
- (1) Design
 - (2) Digital Signature

3. (a) Briefly explain the following terms as used in the Consumer Protection Act 1986 : [10]

- (1) Complaint
- (2) Restrictive Trade Practices
- (3) Unfair Trade Practices

Or

- (b) Explain the important provisions of the Consumer Protection Act, 1986 concerning the redressal of consumer disputes. [10]

4. (a) What are the key provisions of Information Technology Act, 2000 ? [10]

Or

- (b) What do you mean by Information Technology Act, 2000 ? Explain Digital Signature according to Information Technology Act, 2000. [10]

5. (a) Define the term "Holder in Due Course". Explain the special privileges of a holder in due course. [10]

Or

- (b) What do you mean by Negotiable Instruments ? Elaborate the requisites of Negotiable Instruments. [10]

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
---------------------	--

[5268]-408

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

408 : EXIM PROCEDURES

(2013 Pattern)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) There are *five* questions each of **10** marks.

(ii) *All* questions are compulsory with internal choice.

1. Who is an exporter ? Explain the registration of export firms with various authorities. [10]

Or

“Export houses can be classified under different status category.”
Discuss.

2. Define and explain EPCG ? How does EPCG work in import and export trade. [10]

Or

Write short notes on (any *two*) :

- (a) Types of Bill of Lading
- (b) Focus product scheme
- (c) Procedure for export clearance.
3. Explain import management. Describe the purchase contract and terms of payments in import. [10]

Or

What is the process of identification and selection of a supplier in imports.

P.T.O.

4. Describe the role of a customs house agent and freight forward agent. [10]

Or

Explain Incoterms in detail.

5. Explain the procedure of custom clearance by imports by air along with the documents required. 10

Or

State and explain the exemptions in Import of goods, issued by the CBEC.