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**[5277]-11**

**PGDMM (I Sem.) EXAMINATION, 2017**

**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 marketing and discuss the functions of marketing. [14]
2. Discuss the steps of the Buyer Decision Process for a consumer buying of four-wheeler for the first time. [14]
3. Design the Marketing Mix for a company offering : [14]
  - (a) Toilet soap
  - (b) Tea.
4. Why is Marketing Control important ? Discuss Marketing Audit in detail. [14]
5. State the Micro-environmental factors affecting a Business Organization. [14]

P.T.O.

6. What are the bases of segmenting individual consumer markets ?  
Explain. [14]
7. Write short notes on (any *three*) : [14]
- (i) Approaches to Marketing
  - (ii) Selling Vs. Marketing
  - (iii) Function Based Organization
  - (iv) Customer Satisfaction
  - (v) Importance of Positioning.

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[5277]-12

**P.G.D.M.M (First Semester) EXAMINATION, 2017**

**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. "Sales forecasting assists in better customer service and organisational planning." Discuss.
2. What type of sales organisation structure will you suggest for the following :
  - (a) A major auto mobile dealer in your area
  - (b) A leading insurance company in Indian market.
3. Discuss how companies recruit and select sales executives for their companies.
4. "Well trained salesmen are asset to an organisation and these can be made with right inputs." Discuss the techniques for training sales-force.
5. "Salesmanship can excellent career". What the qualities can make an individual a effective sales person. Discuss.

P.T.O.

- 6.** Sales force performance can be achieved through proper control and evaluation system. Discuss.
- 7.** Write short notes (any *Two*) :
- (a) Areas of sales training
  - (b) Non-monetary compensation
  - (c) Customer based sales organisation structure
  - (d) Sales presentation.

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**[5277]-13**

**P.G.D.M.M. (First Semester) EXAMINATION, 2017**

**103 : LAWS RELATING TO MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 60**

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

(ii) *All* questions carry equal marks.

1. What is breach of contract ? What are the various remedies available to a party in case of breach of contract ?
2. Who is an unpaid seller ? Explain the rights and privileges of unpaid seller under the Sale of Goods Act.
3. What do you mean by dishonour of cheque ? Discuss the liabilities of banker for dishonour of cheque.
4. What are the aims and objectives of Consumer Protection Act ? State and explain the salient features of the Consumer Protection Act.
5. Explain provisions relating Digital Signature and Electronic Governance as per Information Technology Act.

P.T.O.

6. Explain the need and importance of patents and copyrights in modern global business scenario.
7. Write short notes on any *two* of the following :
- (a) Essential elements of a valid contract
  - (b) Distinction between sale and agreement to sell
  - (c) National commission
  - (d) Cyber Crimes
  - (e) Value Added Tax.

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**[5277]-21**

**PGDMM (II Sem.) EXAMINATION, 2017**  
**RETAIL AND DISTRIBUTION MANAGEMENT**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

- N.B. :—** (i) Question No. 7 is compulsory.  
(ii) Answer any *four* questions from the remaining.  
(iii) *All* questions carry equal marks.

1. Explain merchandizing activities. Discuss the importance of visual merchandising. [14]
2. Design the retail communication mix for a pharma retail store which will be opening in Pune. [14]
3. Elaborate the concept of Supply Chain Management with respect to Automobile Industry. [14]
4. What are different types of “Marketing Channels” ? Discuss participants to the Distribution Channel. [14]
5. Define Retailing. Discuss various unconventional channels of Retail format. [14]

P.T.O.

- 6.** Write notes on any *two* of the following : [14]
- (a) Store layout
  - (b) Inventory Management
  - (c) Channel Relationships.
- 7.** FDI in Retail : Will that change Indian Retail Scenario ?  
Discuss. [14]



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**[5277]-22**

**P.G.D.M.M. (Second Semester) EXAMINATION, 2017**  
**202 : INTEGRATED MARKETING COMMUNICATION**  
**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

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

(ii) *All* questions carry equal marks.

1. Discuss the factors that influence the sales promotion and relationship between sales promotion and advertising.
2. What is an Advertising Agency ? Describe the various departments of the advertising agency and their functions.
3. Explain types of public relations. Differentiate between industrial relations and employee relations.
4. Your company has developed a new cough syrup formulation which is obtained from naturally occurring plant materials. The cough syrup formulation has been tested and cleared for human consumption. It is highly effective even in small doses. Design a marketing plan for launch and marketing of this cough syrup. State your assumptions clearly.

P.T.O.

5. What is personal selling ? Discuss its advantages and disadvantages.
6. What is media management ? Also discuss media jargon and media buying with suitable examples.
7. Write short notes on any *two* :
  - (a) Ethics and social responsibility in IMC campaign
  - (b) Trade Fairs and Exhibition
  - (c) E-Commerce
  - (d) Corporate Communication.

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[5277]-23

**P.G.D.M.M. (Second Semester) EXAMINATION, 2017**

**203 : SERVICES MARKETING**

**(2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 70**

**N.B. :—** (i) Question No. 6 is compulsory. It carries 18 marks.

(ii) Attempt any *four* questions from Q. No. 1 to Q. No. 5.  
They carry 13 marks each.

1. What is a service industry ? Explain services concept. Also describe the nature and characteristics of service. [13]
2. How positioning and differentiation of services offered can be beneficial to a firm ? Explain giving examples. [13]
3. What do you understand by extended services marketing-mix ? Explain giving examples. [13]
4. Describe the steps involved in making a Service Blueprint. What are the benefits of making the service blueprint ? [13]
5. Write short notes on any (any *two*) : [13]
  - (a) Advertising and sales promotion in services marketing
  - (b) Distinctive characteristics of services
  - (c) Classification of services
  - (d) Challenges in distribution of services.

P.T.O.

**6.** You have opened an 'International Tours and Travel Services Centre' last year. The centre is running in loss. It has become difficult for you to :

- (i) repay the bank loan you have taken to start this business
- (ii) generate goodwill and customer loyalty to your firm
- (iii) effectively handle customer complaints and do justice to their reasonable demands
- (iv) inculcate service providing culture among the employees of your firm.

What steps would you take to convert this service failure into a successful ITTS centre and achieve sustainable growth in this business? Also structure a questionnaire to get customer satisfaction feedback to improve ITTS services. [18]