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SEAT No. :

P3295

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[5277] - 101

P.G. D.M.M.

101 : MARKETING MANAGEMENT

(2013 Pattern) (Semester - I)

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 equal marks.*

- Q1)** a) What is marketing? Explain. Discuss the following concepts of marketing
- i) Customer value.
 - ii) Demand
 - iii) Customer satisfaction
 - iv) Customer loyalty.

OR

- b) Discuss the four important characteristics of services marketing in detail.

- Q2)** a) Design a marketing mix for any one of the following :

- i) A company offering a toilet soap.
- ii) A company offering tea.

OR

- b) Why is environmental scanning important? Discuss any two macro environment factors and their impact on marketing environment in detail with relevant examples.

- Q3)** a) Analyse the steps involved in buying decision process for LED Television Set.

OR

- b) What is segmentation? Explain the benefits of segmentation to marketers.

P.T.O.

Q4) a) Discuss the marketing mix at different stages of the product life cycle.

OR

b) Explain the concept of branding. Discuss the advantages and disadvantages of branding.

Q5) a) What are the factors that influence pricing decisions?

OR

b) Discuss the Sales promotion techniques methods used for individual customers.



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[5277] - 102

P.G.D.M.M.

102: MARKETING RESEARCH

(2013 Pattern) (Semester - I)

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) Explain any two applications of marketing research in the field of marketing in details. **[10]**

OR

b) Define marketing research. Which are different types of research. Explain any one of them in details. **[10]**

Q2) a) Discuss the concepts of retail store audit, National readership survey and their use to the marketers for collection of information and its application. **[10]**

OR

b) Discuss use of internet in marketing research with two suitable examples. **[10]**

P.T.O.

Q3) a) “Questionnaire is the best tool to collect huge amount of data” discuss. Write down the requirement of good questionnaire. **[10]**

OR

b) Explain with two examples each graphic rating scale and itemized rating scale. **[10]**

Q4) a) Explain in details the use of any two software packages in data analysis. **[10]**

OR

b) What is descriptive statistics? Discuss use of mean, median and mode with suitable situations. **[10]**

Q5) a) A company wants to sale the new model of water purifier. Assist the company to develop marketing research project to check potential for it. **[10]**

OR

b) “It is difficult to formulate right research statement” Discuss how research process help solving those. **[10]**

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[5277] - 103

P.G .D.M.M.

103 : CONSUMER BEHAVIOUR

(2013 pattern) (Semester I)

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) Your answers should be specific and to the point.*
- 5) Support your answers with suitable live examples.*
- 6) Draw neat diagrams and give illustrations wherever necessary .*

Q1) a) Explain the different stages of family life cycle. How it affect the purchasing decision

OR

b) Elaborate in detail the concept of social group & reference group and give the group properties in detail

Q2) a) Briefly review Maslow's motive hierarchy with suitable example

OR

b) What is the meaning of learning & recall ? Explain the principle elements of learning.

Q3) a) What are the types of consumer decisions that a consumer has to go through in decision making process

OR

b) Write a note on consumer satisfaction & dissatisfaction with illustration

P.T.O.

Q4) a) Describe in brief Howard sheth model of consumer behaviour

OR

b) Explain the Engel-Blackwell-Miniard model of consumer behaviour

Q5) a) What are the characteristics of Bottom of pyramind (Bop) consumers

OR

b) “Digital technologies have changed the marketing strategy of organizations” Explain.

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[5277] - 104

P.G.D.M.M.

104 : INTEGRATED MARKETING COMMUNICATIONS

(2013 Pattern) (Semester -I)

Time : 3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory with internal choice.*
- 2) There are five questions each of 10 marks.*

Q1) a) Explain concept and process of Integrated Marketing Communication (I.M.C.).

OR

b) “Ethical marketing communication practices are required in India where awareness about product is low” justify the statement.

Q2) a) Design news paper advertisement for exhibition arranged for farmers.

OR

b) Discuss various types of advertising media for smart city like LAVASA.

Q3) a) Why direct marketing is preferred by consumer over conventional marketing these days? Explain with examples.

OR

b) Explain crisis management with the help of recent Nestle’s Maggy noodles controversy.

P.T.O.

Q4) a) Discuss in details recent trends in product placement on Television.

OR

- b) Write short note on
- i) Film base merchandise
 - ii) Ambush Advertising

Q5) a) Why there is need of evaluating overall program of integrated marketing communication campaign.

OR

- b) What are the various methods of measurement of advertising effectiveness.

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[5277] - 201

P.G.D.M.M.

**201: SERVICES MARKETING
(CBCS-2013 pattern) (Semester - II)**

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*

Q1) a) Discuss the various characteristics of services. [10]

OR

b) Service is a key differentiator for manufacturing sector. Comment. [10]

Q2) a) What is services marketing mix? Describe the Product, Place & production under services marketing mix. [10]

OR

b) There are various factors involved in pricing a service. product. Comment [10]

Q3) a) Is training and Development necessary in a service sector? [10]

OR

b) Customers are Co-producers of services. comment [10]

P.T.O.

Q4) a) What are the parameters involved under Service Guarantee? **[10]**

OR

b) Handling complaints effectively, failure & recovery is a part of customer satisfaction. Comment. **[10]**

Q5) a) Describe the term E-services in detail. **[10]**

OR

b) Applying technology in service is important. Comment. **[10]**

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SEAT No. :

P-3300

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[5277] - 202

P. G . D. M. M.

202- SALES AND DISTRIBUTION MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 3Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are Compulsory.
- 2) All questions carry equal marks.

Q1) a) Define Sales Management. Explain role and responsibilities of sales manager in any organization. **[10]**

OR

b) Define and explain personal selling Differentiate between Transactional and relationship selling. **[10]**

Q2) a) Explain the role of manager in designing and managing sales territories **[10]**

OR

b) Define and explain sales strategies with suitable example. **[10]**

Q3) a) What are various techniques to resolve channel conflicts **[10]**

OR

b) Define & explain Marketing channels. Discuss the different forms of channels. **[10]**

P.T.O.

Q4) a) Discuss the concept and significance of supply chain Management [10]

OR

b) Explain various functions of wholesaler in detail. [10]

Q5) a) “Information technology has its own importance in managing distribution channel” comment [10]

OR

b) Discuss the concept and importance of channel information system[10]

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SEAT No. :

P3301

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[5277] - 203

P.G.D.M.M.

203 - CUSTOMER RELATIONSHIP MANAGEMENT

(2013 Pattern) (Semester - II)

Time : 2 .½Hours]

[Max. Marks :50

Instructions to the candidates:

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

Q1) a) Define CRM .Give the process of CRM.

OR

b) Bring out the difference between marketing and CRM.

Q2) a) Discuss: Promise, trust, commitment and satisfaction in the light of customer relationship management.

OR

b) Explain- Customer Life Cycle. Explain how to manage customer relationships through customer life cycle stages.

Q3) a) Discuss- planning for CRM.

OR

b) Discuss- CRM implementation.

P.T.O.

Q4) a) What is a Loyalty program. Discuss assessment of Loyalty programmes.

OR

b) Define- Customer value. Also give its characteristics

Q5) a) Describe and explain 'e CRM'

OR

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

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P3302

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P. G. D. M. M.

204: STRATEGIC BRAND MANAGEMENT

(2013 Pattern) (Semester - II)

Time :3 Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions carrying equal marks.
- 2) Figures to the right indicate full marks.
- 3) All questions are compulsory

Q1) a) Explain the concept of cult brands and Heritage brands. **[10]**

OR

b) Explain online brands and it's benefits. **[10]**

Q2) a) What is Brand positioning ? Explain brand positioning formula. **[10]**

OR

b) What is Brand awairness ? Explain with relavent examples. **[10]**

Q3) a) What is the criteria for measuring effectiveness of celebrity Endorsement? **[10]**

OR

b) Explain various options for brand elements. **[10]**

P.T.O.

Q4) a) Explain Brand equity methods with suitable examples. [10]

OR

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

Q5) a) Explain Brand Rationlization process in detail [10]

OR

b) Explain pruning portfolio and liquidating portfolio [10]

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