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[4188]-1

P. G. D. M. M. (Semester - I) Examination - 2012

BASICS OF MARKETING

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt **any four** questions.*
- (2) All questions carry equal marks.*

Q.1) Define Marketing. Explain role of a Marketing Manager along with desired qualities to perform it.

Q.2) Define Segmentation. Elaborate various Bases of Segmentation.

Q.3) Explain influence of the following factors on Consumer Buying Decision Process :

- (a) Media
- (b) Reference Group
- (c) Past Experience

Q.4) What are the various stages of New Product Development ? What are the reasons for failure of a New Product ?

Q.5) Define Sales Forecasting. Explain various techniques to forecast Sales.

Q.6) Discuss Process of Marketing Control in detail.

Q.7) Write short notes : (Any Three)

- (a) Marketing Mix
 - (b) Trends in Packaging
 - (c) Product Life Cycle
 - (d) Approaches to Marketing
 - (e) Target Marketing
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[4188]-101

P. G. D. M. M. (Semester - I) Examination - 2012

BASICS OF MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

Q.1) State necessity of Environmental Analysis. Discuss in detail 'PEST Analysis'.

Q.2) Explain Decision-making Process of a Buyer.

Q.3) How will you segment Market for the following ?

- (a) Cleaned, Cut and Packed Fresh Vegetables
- (b) Micro-wave Oven
- (c) Small Electric Car for Family

Q.4) Explain various stages of 'Product Life Cycle'. State its importance in preparing Marketing Strategies.

Q.5) What is Marketing Mix ? Discuss 7 P's of Marketing for Services.

Q.6) (A) State necessity of Marketing Control.

(B) What is Marketing Audit ?

Q.7) Write short notes : (Any Two)

- (a) Marketing Planning
 - (b) Selling v/s Marketing
 - (c) Function Based Organisation
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[4188]-102

P. G. D. M. M. (Semester - I) Examination - 2012

SALES MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Answer any five questions.

(2) All questions carry equal marks.

Q.1) Define the term 'Sales Management'. Also explain functions of Sales Management in detail, quoting suitable examples.

Q.2) Discuss various activities involved in 'Sales Force Management'.

Q.3) Illustrate need for 'Sales Organisation'. Also explain various types of 'Sales Organisation Structures'.

Q.4) Explain in detail functions and qualities of an 'Effective Sales Executive'.

Q.5) What is 'Sales Forecasting ? Explain its importance. Also explain various methods of 'Sales Forecasting'.

Q.6) "Success of Sales Department largely depends on the Motivation Level of Sales Force." Elaborate this statement and also suggest Motivative Techniques for FMCG Product Sales Person.

Q.7) Write short notes : (Any Two)

- (a) Sales Presentation
 - (b) Value Added Selling
 - (c) Sales Budget
 - (d) Prospecting
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[4188]-103

P. G. D. M. M. (Semester - I) Examination - 2012

LAWS RELATING TO MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

Q.1) Define the term 'Contract'. Explain in detail Free Consent.

Q.2) Explain in detail Rights of Unpaid Seller under Sale of Goods Act, 1930.

Q.3) Explain procedure for Registration of a Trade Mark. Explain its benefits.

Q.4) Explain how Consumer is Protected by Law ?

Q.5) Critically examine Cyber Crimes and remedies therefor.

Q.6) Explain salient features of Value Added Tax.

Q.7) Write short notes : **(Any Two)**

- (a) Caveat Emptor
- (b) Breach of Contract
- (c) Consumer Dispute
- (d) Food Adulteration
- (e) Copyright

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P. G. D. M. M. (Semester - I) Examination - 2012

SALES MANAGEMENT AND MARKET RESEARCH

(2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

- (1) Attempt **any two** questions from section - I and **any two** from section - II.
- (2) All questions carry equal marks.

SECTION - I

- Q.1)** Explain role of Relationship Selling and also write qualities and skills required for Effective Salesmanship.
- Q.2)** "Sales Training is an important method to improve performance of Sales People." Elaborate this statement giving various methods of Training.
- Q.3)** Explain impact of Compensation Package on Motivation. Also write Monetary and Non-monetary Methods of Motivation.
- Q.4)** Illustrate need for Sales Organisation. Also explain various types of Sales Organisation Structures.

SECTION - II

- Q.1)** What is the importance of Market Research in effectiveness of Marketing Activities and what is the difference between Quantitative and Qualitative Methods of Market Research ?

Q.2) Why do you need to design Market Research and what are various steps in Design of Market Research ?

Q.3) Do you think Sampling is very important in Market Research ? Why and what are various Methods of Sampling ?

Q.4) Write notes : **(Any Three)**

- (a) Syndicated Research
 - (b) Test Marketing
 - (c) Limitations of Research
 - (d) Exploratory Methods of Research
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P. G. D. M. M. (Semester - II) Examination - 2012

RETAIL AND DISTRIBUTION MANAGEMENT

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Q. No. 7 (Case Study) is compulsory.*
- (2) Attempt **any four** from the remaining.*
- (3) All questions carry equal marks.*

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- Q.1)** Write a detailed note on ‘Technology in Distribution’, with special reference to Supply Chain Management and Electronic Payment Systems.
- Q.2)** Elaborate differences between Marketing Channels for Consumer Goods, Industrial Goods and Services, with appropriate examples.
- Q.3)** “For increasing Foot-falls of Customers to Retail Outlets, effective Retail Communication is a must.” Discuss.
- Q.4)** What is Category Management ? Explain steps in the process of Category Management.
- Q.5)** A Bank, famous for Consumer Retailing Products Line Credit / Debit Cards, Housing / Personal Loans, Short / Long Term Deposits, is looking for space in you city to start its operations. Which are the factors of location selection they should consider ?
- Q.6)** Write notes on **any two** of the following :
- (a) Types of Store Layouts
 - (b) The Internet Store
 - (c) Resolution of Channel Conflicts

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1

P.T.O.

Q.7) Case Study :

M/s. 'True-life Dailies' is a mall which offers branded commodities. However, few customers feel that these branded commodities are costly. Hence, True-life also has introduced their own private labels in these commodities. Advise 'True-life' about promoting these private label commodities.

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P. G. D. M. M. (Semester - II) Examination - 2012

INTEGRATED MARKETING COMMUNICATION

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.

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- Q.1)** What do you mean by ‘Sales Promotion’ ? Which are the different types of Sales Promotion Techniques ? Explain advantages and disadvantages of each.
- Q.2)** What is Marketing Communication Evaluation ? Explain different Methods of Advertising Evaluation.
- Q.3)** Explain Concept of Integrated Marketing Communication. Explain different elements of IMC with suitable examples.
- Q.4)** What is Media Mix ? Discuss merits and demerits of various Media with suitable example.
- Q.5)** “Ethical Responsibility is a must while designing IMC for Advertising Campaign.” Comment on above statement with a view of Ethical and Social Responsibility of Advertiser.
- Q.6)** Design Advertising Agency Organisation Structure. Explain role and responsibilities of each department.
- Q.7)** Write short notes : **(Any Two)**
- (a) Types of PR
 - (b) Crisis Management
 - (c) Trade Fairs and Exhibitions

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Total No. of Questions : 5]

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P. G. D. M. M. (Semester - II) Examination - 2012

SERVICES MARKETING

(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Q. No. 5 is compulsory and it carries 25 marks.*
- (2) Solve **any three** from Q. Nos. 1 to 4.*
- (3) Q. Nos. 1 to 4 carry 15 marks each.*

Q.1) Trace reasons for Growth of Service Sector in Indian Economy. [15]

Q.2) Explain four I's of Services with suitable examples. [15]

Q.3) Suggest suitable Channels of Distribution for the following Services : [15]

- (a) Insurance
- (b) Prepaid Taxi Service

Q.4) Write short notes : (Any Two) [15]

- (a) Internal Marketing
- (b) Difference between Product and Service
- (c) Extended P's of Services Marketing

Q.5) Case Study :

[25]

The Indian Mobile Telephony is one of the fastest growing sectors. India is witnessing presence of world's famous multinational companies along with strong domestic players.

D.T.T. is world's 2nd largest mobile service provider. The Company is based in Japan and has significant presence in all the major countries of the world. The Company is known as Pioneer in starting 4G Service in Japan. The CEO of the Company is planning to enter lucrative Indian Market. They have approached your company for consultation.

- (a) Suggest suitable strategy in terms of Segmentation, Targeting and Positioning in India.
- (b) Also suggest suitable Promotional Mix for the Company.