

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[4278]-101

M. M. M. (Semester - I) Examination - 2012

PRINCIPLES AND PRACTICES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Q. No. 1 is compulsory.*
- (2) *Solve **any three** from the remaining.*

-
-
- Q.1)** (A) Explain Contribution of Taylor to Scientific Management. [15]
(B) What do you mean by Management ? Explain various functions of Management. [10]
- Q.2)** Discuss the Maslow's Theory of Motivation. [15]
- Q.3)** Define Planning. Explain steps involved in Planning. [15]
- Q.4)** Explain the meaning of Personality. What are the determinants of Personality. [15]
- Q.5)** Explain concept and importance of Corporate Social Responsibility in detail. [15]
- Q.6)** Write short notes : **(Any Two)** [15]
- (a) T.Q.M.
 - (b) Group Dynamics
 - (c) Steps in Decision-making Process
 - (d) Hawthorne Experiment

[4278]-101/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-102

M. M. M. (Semester - I) Examination - 2012

PRINCIPLES OF MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** “The Marketing Concept does not imply that Marketing Executives will run the Firm. The concept requires only that who ever is in Top Management be Marketing Oriented.” Do you agree ?
- Q.2)** Sales is an Integral Component of Marketing. Differentiate between Selling and Marketing Approaches.
- Q.3)** Design the Market Segmentation Strategy to be adopted by an On-line Retailer which specializes in Consumer Durable Products.
- Q.4)** Describe various steps in New Product Development Process.
- Q.5)** Design a Marketing Mix for a Five Star Hotel.
- Q.6)** Physical Distribution is a part of Supply Chain Management. Comment and justify.
- Q.7)** Write short notes : **(Any Two)**
- (a) Marketing Audit
 - (b) Methods of Pricing (at least three)
 - (c) Sales Promotion

[4278]-102/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 3

[4278]-103

M. M. M. (Semester - I) Examination - 2012

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any three** questions from section I and **any two** from section II.
- (2) All questions carry equal marks.
- (3) Use of simple calculator is allowed.

SECTION - I

- Q.1)** Define the term 'Standard Costing'. State advantages and limitations of Standard Costing.
- Q.2)** What is Management Accounting ? Write the objectives of Management Accounting.
- Q.3)** What do you mean by Overheads ? Explain the terms Under-absorption and Over-absorption of Overheads.
- Q.4)** Write short notes : (**Any Two**)
- (a) Break-even Point Sales
 - (b) Advantages of Cost Accounting
 - (c) Cash Budget
 - (d) FIFO

SECTION - II

Q.5) The trading results of a company for two periods are as under :

Period	Sales (Rs.)	Profit (Rs.)
1	1,30,000	6,000
2	1,50,000	10,000

You are required to calculate :

- (a) Profit Volume Ratio
- (b) Fixed Cost
- (c) Break-even Point Sales
- (d) Profit when Sales are Rs. 1,10,000.

Q.6) Prepare Flexible Budget for Overheads on the basis of data given below. Ascertain Overhead Rates at 50%, 60% and 70% capacity :

Particulars	At 60% Capacity (Rs.)
Fixed Overheads :	
Depreciation	20,000
Salaries	40,000
Insurance	10,000
Semi-variable Overheads :	
Repairs and Maintenance (20%)	30,000
Electricity (50%)	24,000
Variable Overheads :	
Indirect Material	36,000
Indirect Wages	48,000
Total Overheads	2,08,000
Estimated Direct Labour Hours	2,86,500

Q.7) From the following figures extracted from the books of ABC Ltd. for the year ended on 31-03-2012, prepare Cost Sheet showing :

- (a) Prime Cost
- (b) Works Cost
- (c) Cost of Production
- (d) Cost of Sales
- (e) Profit

Particulars	Amount (Rs.)
Direct Materials	70,000
Indirect Wages	10,000
Factory Rent and Rates	50,000
Indirect Materials	500
Depreciation of Office Assets	100
General Factory Expenses	5,700
General Selling Expenses	1,000
Office Salaries	4,500
Direct Wages	75,000
Office Rent and Rates	500
Depreciation of Machines	1,500
Managing Director's Salary	12,000
Travelling Expenses	1,100
General Office Expenses	1,000
Carriage Outward	1,000
Sales	2,50,000

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-104

M. M. M. (Semester - I) Examination - 2012

MANAGERIAL ECONOMICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.
- (3) Draw suitable diagram.

-
-
- Q.1)** Define Managerial Economics. What are the Micro and Macro Concepts from Economics used in it ? **[14]**
- Q.2)** What is Demand Forecasting ? Discuss any two methods used for it. **[14]**
- Q.3)** Discuss various types of Price Elasticity of Demand along with its uses in Business Decision-making. **[14]**
- Q.4)** Explain the Law of Variable Proportions with appropriate example and diagram. **[14]**
- Q.5)** How a Monopoly Firm attains an equilibrium in the short-run for its Output and Price Determination ? **[14]**
- Q.6)** (A) Discuss the need for Government Interventions in the Market. **[07]**
(B) Explain any two types of Pricing Strategies used in the Business. **[07]**

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

[14]

- (a) Exceptions to the Law of Demand
 - (b) Law of Supply
 - (c) Break-even Analysis
 - (d) Fixed and Variable Costs
-

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4278]-105

M. M. M. (Semester - I) Examination - 2012

RESEARCH METHODOLOGY

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Question Nos. 1 and 6 are compulsory.*
- (2) *Attempt **any three** from the remaining.*
- (3) *Figures to the right indicate full marks.*

-
- Q.1)** (A) Define Research. Explain its significance in today's competitive Business Environment. **[10]**
- (B) Prepare frequency distribution table for following data : **[05]**
30, 25, 28, 27, 32, 31, 25, 28, 26, 29,
35, 32, 33, 24, 26, 25, 24, 27, 32, 31,
26, 24, 36, 32, 27, 29, 25, 26, 30, 33,
Take Classes as 24–25, 26–27, 28–29 ... etc.
- (C) Draw Bar Chart for the data tabulated above. **[05]**
- Q.2)** Explain different types of Research Design. **[10]**
- Q.3)** Explain various Probability and Non-probability Sampling Techniques. **[10]**
- Q.4)** Prepare a questionnaire to study shopping pattern of Urban Shoppers and their perception towards organised retail. **[10]**

Q.5) Distinguish between Primary Data and Secondary Data. State different sources of Secondary Data. **[10]**

Q.6) Write short notes : **(Any Four)** **[20]**

- (a) Rating Scales
 - (b) Hypothesis Formulation
 - (c) Literature Review
 - (d) Use of Computers in Research
 - (e) Observation Method
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-106

M. M. M. (Semester - I) Examination - 2012

CONSUMER BEHAVIOUR

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define Consumer Behaviour. Also discuss the steps of the extended Decision- making Process.
 - Q.2)** Discuss the Howard-Sheth Model with diagrammatic representation.
 - Q.3)** What is Social Class ? “The Social Class is an indication of Consumption Patterns.” Discuss.
 - Q.4)** Discuss the implications of Culture and Sub-culture for Cross-cultural Marketing.
 - Q.5)** What is ‘Diffusion of Innovation’ ? What are the factors that affect the Rate of Diffusion ?
 - Q.6)** What are the characteristics that help distinguish Individual Buyers from Industrial Buyers ?
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Post-purchase Cognitive Dissonance
 - (b) Opinion Leaders
 - (c) Buying Roles of Consumers
 - (d) Focus Groups

[4278]-106/1

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4278]-201

M. M. M. (Semester - II) Examination - 2012

SERVICES MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Q. No. 5 and 6 are compulsory.*
- (2) *Attempt any two from Q. 1 to 4.*
- (3) *Figures to the right indicate full marks.*

-
-
- Q.1)** Define 'Services'. What are the characteristics of Services ? Discuss with relevant examples. **[15]**
- Q.2)** How will you use the 7 P's to Market a Museum ? **[15]**
- Q.3)** Discuss the different bases of Segmentation with appropriate examples from the Services Sector. **[15]**
- Q.4)** Explain in detail, which Distribution Strategies you will adopt for 'Service Marketing' ? **[15]**
- Q.5)** Write short notes : **(Any Four)** **[20]**
- (a) Handling of Service Complaints
 - (b) Gap Model
 - (c) Requirements for Customer Retention
 - (d) Advertising and Sals Promotion in Service Industry
 - (e) New Trends in Service Sector

Q.6) Case Study :

The new incumbent to the office of the Chief General Manager of the Municipal Transport is wondering how to make the operations profitable. He has jotted some of his findings about the current state of affairs.

- The Municipal Transport has a large, aging fleet of buses. Induction of new buses is a case of too-late-too few.
- The geographical expanse of the city it serves is big. City areas have several government offices, hospitals and educational institutes, not to mention huge residential sectors. The fringe areas are dotted with industrial development zones. They contain industrial units employing a large number of citizens of the city and adjoining suburbs.
- The ratio of number of employees to a vehicle operated by the transport matches unfavorably with the standard norms i.e. to say the transport is over-staffed. In spite of this, in the opinion of public the buses are not clean, break down frequently and do not stick to a time table. Besides, the 'Staff' of the transport is infamously known for bring ends.
- A recent survey has showed that most commuters will like and prefer to travel by the Municipal Transport, rather than using personal transport means (cars, motorcycles etc.). They only hope, the fares will be low.

The Chief General Manager has appointed you, as Marketing Manager of this Municipal Transport. Present a detailed scheme for successful marketing of this Public Transport System.

[20]

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-202

M. M. M. (Semester - II) Examination - 2012

RETAIL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
- (2) Every question carries **14 marks**.*

-
-
- Q.1)** Explain Concept of Retailing ? What challenges do companies face while Retailing Globally ?
 - Q.2)** Discuss the factors influencing Retail Shopper with the help of suitable examples.
 - Q.3)** Enlist and discuss the steps involved in choosing a Retail Location. Supplement it with the proper example.
 - Q.4)** What are the elements of the Store Design ? Discuss the same with suitable example.
 - Q.5)** Explain Concept of Store Layout. Discuss different types of Store Layout.
 - Q.6)** Describe the role of IT in Retailing. Discuss the different IT Tools in detail.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Franchising in Retailing
 - (b) Growth Strategies
 - (c) Personal Selling

[4278]-202/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-203

M. M. M. (Semester - II) Examination - 2012

SALES MANAGEMENT AND PERSONAL SELLING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** A company wants to control its salesperson performance on both non-selling and selling activities. The major factors to control selling performances are sales volumes and call per day. The major non-selling parameters are collection and approval. Design a suitable Sales Quota System and show it with an example. Take suitable assumptions, if needed.
- Q.2)** Suggest Sales Strategy for a two-wheeler retailer operating in Domestic Market. Make suitable assumptions, if needed.
- Q.3)** “Interpersonal Skills, Communication Skill and Presence of Mind are a must for every salesman.” Do you agree ? What other qualities are expected in the effective salesman ? Justify your answer with suitable examples.
- Q.4)** What do you understand by term ‘Sales Management’ ? What are the different responsibilities from other department it has ?
- Q.5)** “Money is the best motivator for Sales People.” Comment. Also discuss various Motivational Techniques used for ‘Insurance Advisors’.

Q.6) Why should sales person must understand the psychological aspects of Selling and Buying Decision Process ?

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

- (a) Sales Territory Management
 - (b) Role of Relationship Marketing
 - (c) Sales Forecasts
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-204

M. M. M. (Semester - II) Examination - 2012

DISTRIBUTION MANAGEMENT AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Define Physical Distribution. Discuss the role of various participants in Physical Distribution Process.
 - Q.2)** “Marketing Channels perform various important functions.” Discuss in detail.
 - Q.3)** What do you understand by Unconventional Channel of Distribution ? Explain the advantages of Unconventional Channels over Conventional Channels of Distribution.
 - Q.4)** Explain the role played by Transportation in a Supply Chain. Give suitable examples.
 - Q.5)** Describe how the functions of Wholesaler have been changing over the years.
 - Q.6)** Design Distribution Channel for Readymade Garments.

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

- (a) Techniques to Resolve Channel Conflict
 - (b) International Marketing Channels
 - (c) Reverse Logistics
 - (d) Appraising Channel Members
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-205

M. M. M. (Semester - II) Examination - 2012

MARKET RESEARCH

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) ‘Market Research supplies information for better marketing decisions.’
Critically examine the statement.

Q.2) Discuss various sources and methods of Primary and Secondary Data Collection. Analyse the situations in which marketer has to depend on only Secondary Data.

Q.3) Design a questionnaire for a ‘Market Research’ Company to conduct a research for, investigating contribution of Internet in stimulating customers buying decision towards consumer durable product. Make necessary assumptions.

Q.4) What is the necessity and importance of ‘Sampling Concept’ in Market Research ? What are the different types of Sampling.

Q.5) Explain the following :

- (a) Nominal and Ordinal Scale
- (b) Rating and Ranking Scale

Q.6) An Indian Company dealing into Herbal Haircare products is planning to launch a ‘Herbal Hair Dye’. The current market scenario indicates presence of multinational players in this category. Design a suitable market research plan to understand the buying preferences and factors is influencing buying decision of consumers.

[4278]-205

1

P.T.O.

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

- (a) Use of Information Technology (IT) in MR
 - (b) Test Marketing
 - (c) Consumer Panel
 - (d) Limitations of Market Research
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-206

M. M. M. (Semester - II) Examination - 2012

RELATIONSHIP MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Compare and contrast between Transactional Based and Relationship Based Marketing.

Q.2) The use of Customer Database is helpful in Enhancing Relationship Marketing. Discuss.

Q.3) What is the Contribution of Relationship Approach to the Distribution Function.

Q.4) There are two parts of Relationship Marketing, Service Marketing and Industrial Marketing. Discuss.

Q.5) Discuss emerging trends in Relationship Marketing in the Indian scenario with suitable examples.

Q.6) How would you manage and deliver customer expectations for Pizza Hut ?

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

- (a) Buyer - Seller Relationships
- (b) Mass Customization
- (c) Customer Life Cycle
- (d) Future of CRM

[4278]-206/1

Seat No.	
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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[4278]-301

M. M. M. (Semester - III) Examination - 2012

INTERNATIONAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Question No. 6 is compulsory. (22 marks)

*(2) Attempt **any three** out of the remaining. (16 marks each)*

Q.1) What is the difference between International Marketing and Internal (Domestic) Marketing ? Explain the scope and objective of International Marketing.

Q.2) What is Pricing in International Marketing Concept ? Explain the factors influencing International Pricing Decision.

Q.3) Short notes :

(a) Marine Insurance

(b) Process for Obtaining Export Credit Insurance

Q.4) Explain in importance of labelling, packing and marketing goods in International Marketing.

Q.5) What is Entry Strategy in International Marketing ? What measures to be taken for launching new product in International Marketing ?

Q.6) Case Study :

Internet Marketing, also referred to as i-marketing, web marketing, on-line marketing or e-marketing, is the marketing of products or services over the Internet. It also refers to the placement of media along different stages through Search Engine Marketing, Search Engine Optimisation, banner ads on specific websites, e-mail marketing and web strategies.

The information revolution is changing the way business is conducted Nationally and Internationally also. E-commerce is also applied to all sorts of business transactions implemented over the web such as B2B, B2C, C2C transactions, globally.

Emerging changes in marketing globally, due to Internet has most profound impact, has attend the way business is bring conducted, the way companies operate, the market place and the manner in which they complete, and the manner in which they serve their customers. New business models emerging, often breaking away from the traditional business models. This has made companies rethinse their marketing strategies also. The information revolution has impact on emerging changes which includes distance, Time, Human Resources, Product Value, Growth, Efficiency, Market, Distribution Transaction, Knowledge Management and also Brand-building Precess.

Questions :

- (a) What is the impact of Internet Marketing in International Marketing ?
- (b) What Emerging Changes in Global Marketing due to information revolution by the Internet ?
- (c) What are those new strategies adopted by the companies over Traditional Business Models ?

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-302

M. M. M. (Semester - III) Examination - 2012

LAWS RELATING TO MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

(1) Answer *any five* questions.

(2) All questions carry equal marks.

Q.1) What is Contract ? Explain essential elements for Valid Offer.

Q.2) Who is Seller ? What are the Rights of Unpaid Seller ?

Q.3) Who is Consumer ? State and explain the provision relating to National Tribunal.

Q.4) Explain the following :

(a) Electronic Governance

(b) Electronic Signature

Q.5) Explain procedure for Registration of Trade Marks and effects of its Registration.

Q.6) What is Negotiable Instrument ? Elaborate the provisions relating to Endorsement and Dishonor of Cheque.

[4278]-302

1

P.T.O.

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

- (a) Free Consent
 - (b) Caveat Emptor
 - (c) Objective of Sale of Goods Act
 - (d) Objectives and Importance of VAT
 - (e) District Forum under Consumer Protection Act
-

Seat No.	
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Total No. of Questions : 9]

[Total No. of Printed Pages : 2

[4278]-303

M. M. M. (Semester - III) Examination - 2012

FINANCIAL SERVICES MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Explain the difference between Products and Services ? How do these differences impact the Marketing Process for Financial Services ?
 - Q.2)** “Insurance an evolving Financial Service Market in India.” Elaborate.
 - Q.3)** Describe various Services and Products that are offered by Banks. Distinguish between Bank Guarantee and Letter of Credit.
 - Q.4)** Explain various types of Mutual Funds. Explain thoroughly what is Entry and Exit Load ?
 - Q.5)** What do you understand by Customer Relationship Management in Banks ? Explain various activities that constitute Customer Relationship Management.
 - Q.6)** Explain various functions undertaken by a Typical Merchant Banker.
 - Q.7)** What Financial Services are associated with Stock Market ? Explain thoroughly.
 - Q.8)** What are the different avenues available for Project Finance ? Explain thoroughly what is Venture Capital Finance ?

Q.9) Write short notes : (Any Three)

- (a) AMC
 - (b) Plastic Money Marketing
 - (c) IRDA
 - (d) Housing Finance Pros and Cons for a Banker
 - (e) Retail Banking
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-304

M. M. M. (Semester - III) Examination - 2012

MARKETING COMMUNICATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Discuss Concept of IMC and its role in the Marketing Mix.
- Q.2)** Explain Concept of 'Sales Promotion'. Discuss various types of Trade Promotion Tools.
- Q.3)** Explain Process of Media Planning in detail.
- Q.4)** What is Advertising ? Discuss the different types of Advertising with suitable examples.
- Q.5)** What do you understand by Advertising Appropriation ? Give various Methods of Advertising Appropriation.
- Q.6)** Explain Direct Marketing. Also discuss the different forms of Direct Marketing.
- Q.7)** Write short notes : **(Any Two)**
- (a) AIDA
 - (b) Types of Appeals in Advertising
 - (c) PR and Publicity
 - (d) Personal Selling

[4278]-304/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-305

M. M. M. (Semester - III) Examination - 2012

RETAIL OPERATIONS MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** (A) Explain various types of Retailers.
(B) Analyse critically the nature and importance of Retailing.
- Q.2)** Describe various aspects of Store Administration. Explain importance of Store Administration and Inventory Management.
- Q.3)** Define Merchandising. Elaborate the steps in Merchandise Planning.
- Q.4)** What are the factors that a retailer needs to take into account while choosing a location for a Retail Store ?
- Q.5)** Define Category Management. Discuss various steps in Category Management.
- Q.6)** Critically explain the Components of a Typical Supply Chain.
- Q.7)** Write short notes : **(Any Two)**
- (a) Franchising
 - (b) Types of Location
 - (c) Role of IT in Retailing

[4278]-305/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-31

M. M. M. (Semester - III) Examination - 2012

INTERNATIONAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Question No. 7 is compulsory.*
 - (2) *Attempt **any four** out of the remaining.*
 - (3) *All questions carry equal marks.*
-
-

Q.1) Define International Marketing and Domestic Marketing and write difference between them.

Q.2) Discuss importance of Promotion and Promotional Strategies in Global Marketing.

Q.3) “Research Design should be perfect in International Marketing Research”. Explain it.

Q.4) What are the important factors required in Distribution Channels for International Marketing. Explain its limitations if any.

Q.5) Write short notes : **(Any Two)**

- (a) Exim Policy as on 31 March, 2012
- (b) Marine Insurance
- (c) Global Retailing
- (d) Impact of Culture in International Marketing

Q.6) What is Product Life Cycle ? What its importance linking with International Marketing ? Give example.

Q.7) Case Study :

Internet Marketing, also referred to as i-marketing, web marketing, on line marketing or e-marketing, is the marketing of products or services over the Internet. It also refers to the placement of media along different stages through Search Engine Marketing, Search Engine Optimisation, Banner ads on specific websites, e-mail marketing and web strategies.

The information revolution is changing the way business is conducted nationally and internationally also. E-commerce is also applied to all sorts of business transactions implemented over the web such as B2B, B2C, C2C transactions, globally.

Emerging changes in Marketing Globally, due to Internet has most profound impact has attend the way business is bring conducted, the way companies operate, the market place and the manner in which they complete, and the manner in which they serve their customers. New business models emerging, often breaking away from the traditional business models. This has made co. retheme their marketing stratgies also. The information revolution has impact on emerging changes which includes distance, Time, Human Resources, Product Value, Growth, Efficiency, Market, Distribution, Transactions, Knowledge Management and also Brand-building Process.

Questions :

- (a) What is the impact of Internet Marketing in International Marketing ?
- (b) What emerging changes in Global Marketing ?
- (c) What are those new strategies adapted by the companies over traditional Business Models ?

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-34

M. M. M. (Semester - III) Examination - 2012
INTEGRATED MARKETING COMMUNICATION
(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Explain the importance of IMC in today's competitive environment with suitable examples. Outline the IMC Planning Process.
 - Q.2)** What is the importance of 'Sales Promotion' in RMC. Explain Consumer Oriented Sales Promotion and Trade Oriented Sales Promotion with suitable examples.
 - Q.3)** What is Media Mix ? Suggest suitable Media Mix for any FMCG Product of your choice.
 - Q.4)** Explain various methods of estimating the size of Advertising Budget.
 - Q.5)** Explain the role of Internet Advertising in promoting its products ? What are the advantages and disadvantages of Internet Advertising ?
 - Q.6)** What are the different types of Ad Agency ? Draw the 'Ad Agency Organisation Structure'. Explain the role of each department.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Ad Campaign
 - (b) Types of Public Relations
 - (c) AIDA
 - (d) Direct Marketing

[4278]-34/1

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-35

M. M. M. (Semester - III) Examination - 2012

RETAIL OPERATIONS MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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- Q.1)** Define the term Retailer. Explain Store Based Retailing with suitable examples.
 - Q.2)** Discuss the role of Advertising in Retailing giving suitable examples.
 - Q.3)** What are the factors that a Retailer needs to take into account while choosing a location for a Retail Store ?
 - Q.4)** “A Retailer is a key component of the Supply Chain.” Explain the statement giving role and functions of Retailer.
 - Q.5)** Define Merchandising. Elaborate the steps in Merchandise Planning.
 - Q.6)** Trace the evolution of Retail Industry in India. What are the challenges faced by the Retailers in this millennium ?
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Shelf Management
 - (b) Role of IT in Retailing
 - (c) Shop Lifting

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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-401

M. M. M. (Semester - IV) Examination - 2012

BRAND MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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- Q.1)** Discuss various factors that have an impact on design of a New Product. Validate your answer with relevant examples.
 - Q.2)** Elaborate various Product Mix Strategies adopted by Marketers.
 - Q.3)** Explain the Brand Building Process in detail for a Detergent Powder.
 - Q.4)** Its a difficult task measuring sources of Brand Equity and Consumer Mindset. Comment.
 - Q.5)** Brand is a tremendous value for both Manufacturer and Consumer. In the light of the statement discuss various functions performed by Brands for both.
 - Q.6)** What is Sales Forecasting ? Elaborate the methods of Sales Forecasting.

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

- (a) Test Marketing
 - (b) Brand Re-vitalisation
 - (c) Celebrity Endorsement
 - (d) Brand Values
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-402

M. M. M. (Semester - IV) Examination - 2012

STRATEGIC MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Q. No. 7 is compulsory.
- (2) Answer **any four** from Q. Nos. 1 to 6.
- (3) All questions carry equal marks.

Q.1) “Vision, Mission, Objectives and Goals highly influence Strategy Formulation.”
Discuss.

Q.2) Explain the following tools of Strategic Marketing Analysis :

- (a) GE 9 Cell Matrix
- (b) SWOT Analysis

Q.3) Discuss Promotional Strategies for Dairy Products. Make necessary assumptions.

Q.4) Define and describe in detail the Concept of ‘Marketing Audit’. Explain its practical scope and utility.

Q.5) “Implementing Marketing Strategies in Service Sector is a challenging job.”
Explain in detail with examples.

Q.6) Write short notes : (**Any Two**)

- (a) Porter's 5 Forces Model
- (b) Planned and Unplanned Withdrawal Strategy
- (c) Objectives of Strategic Marketing

Q.7) Analyse the following case :

ITC Ltd.

After the success of Sunfeast brand, ITC a well known Indian Company diversified in the field of cosmetics and started manufacturing the shampoo with a brand name 'Silky Shine'. ITC priced it much lower than other shampoos in the market. Their pricing strategy paid rich dividends and 'Silky Shine' became an instant success. ITC then developed a premium bathing soap with unique features and perfumes under the brand name 'Musk'. Although the cost price of this soap was itself high, ITC again priced it substantially lower to the competitive products in the market by maintaining lower profit margins. Dove and Pears are the branded products in premium soap. But one unique thing is that ITC launched this 'Musk' brand in two segments. 'Musk' beauty soap for women and 'Musk' handsome soap for men.

ITC is looking bright future in male segment as first time any company launching soap especially for men. ITC adapting STP Marketing Strategy captures the market forcefully and quickly. Due to new brand and less promotional activities generally, women are not trying 'Musk' beauty soap. Dove and Pears soaps are mostly the word of mouth in market. This looks hard rock in the path of success of 'Musk' soap.

Questions :

- (a) Suggest appropriate Marketing Strategy to ITC regarding 4 P's.
- (b) What is your opinion about ITC's Pricing Strategy ?

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-403

M. M. M. (Semester - IV) Examination - 2012

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Explain in details the advantages and disadvantages of Exporting as a 'Market Entry Strategy'.

Q.2) What are the preliminaries carried out by Exporter for starting Exports and Appointing Overseas Agent ?

Q.3) How Exporter arrange 'Pre-shipment' and 'Post-shipment' Finance ?

Q.4) Define 'Letter of Credit'. Also explain briefly various types of 'Letter of Credits'.

Q.5) Which documents are prepared by Exporter for 'Declaration of Goods under Foreign Exchange Regulations' and for Transportation of Goods.

Q.6) What are the Financial and Fiscal Incentives are provided by Govt. and Foreign Exchange Facilities provided by RBI and Exim Bank ?

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

- (a) External Commercial Borrowings
 - (b) Institutional support to Exporter by Govt./Semi-Govt./ Autonomous Organisations for Export
 - (c) Insuring Goods against Marine Risks
 - (d) Understanding Foreign Exchanges Rates and Protection of same in adverse conditions
 - (e) Various documents required for Customs Clearance of Goods
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-404

M. M. M. (Semester - IV) Examination - 2012

DIRECT MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) “Rapid growth of retailing through internet will change the overall business scenario in the forthcoming decade.” Justify with illustrations.

Q.2) Describe the Technology Mediated Marketing Channels.

Q.3) Explain the Concept of CRM and advantages of E-CRM over it.

Q.4) Discuss main tasks in front of Direct Marketing.

Q.5) Explain the role of brands and personalized marketing communications in direct marketing with suitable examples.

Q.6) Give unique characteristics of following addressable media : **(Any Two)**

- (a) e-mail
- (b) SMS
- (c) Direct Mail

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

- (a) Catalogue Marketing
 - (b) Exhibition / Trade Fair
 - (c) Direct Marketing Vs. Marketing through Channels
 - (d) On-line Web Advertising
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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-405

M. M. M. (Semester - IV) Examination - 2012

INDUSTRIAL MARKETING

(Old 2005 and New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) A global automobile company having a factory at Chakan, near Pune is planning to develop suppliers for press parts for their new model. Discuss with reasoning the buying decision process in this Organisation. Also list the buying roles that will be involved in this process.

Q.2) (A) Describe the economics of demand with respect to Industrial Marketing.

(B) What is Derived Demand ? Also explain the concept of Joint Demand with the help of an example.

Q.3) Explain with suitable examples the classification of Industrial Products.

Q.4) Explain the Buy Grid Model with suitable examples.

Q.5) Describe how Integrated Marketing Communication in Industrial Marketing differs from that of Consumer Marketing. Give examples.

Q.6) Discuss various factors that influence the pricing of Industrial Products.

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

- (a) Customer Relationship Management approach in Industrial Marketing
 - (b) Industrial Product Life Cycle
 - (c) Hire Purchase and Leasing
 - (d) Impact of Distributor Motivation
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-406

M. M. M. (Semester - IV) Examination - 2012

RURAL AND AGRICULTURAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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-
- Q.1)** “Innovative Distribution Channels can play a major role in Agricultural Marketing in India.” Discuss with examples.
 - Q.2)** What is the meaning of Co-operative Marketing ? Discuss the functions and present status of Co-operative Marketing in Agriculture Sector in India.
 - Q.3)** Discuss features, significance and limitations of Rural Marketing in India.
 - Q.4)** Formulate a Marketing Mix for a newly developed ‘Coconut Water Composite’ proposed to be launched as a challenger substitute for ‘Pepsi and Coca Cola’. State your assumptions clearly.
 - Q.5)** Discuss various branches that are emerging in Agri-business in India. Explain in detail any two new Agri-branches with examples.
 - Q.6)** Explain the Process of Recruitment of Human Resources in Agricultural Marketing and new trends in Agricultural Marketing.

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

- (a) Agri Inputs and Outputs
 - (b) Objectives of Agricultural Marketing
 - (c) Organised Procurement and Warehousing
 - (d) Differences in Agricultural and Consumer Marketing
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Seat No.	
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Total No. of Questions : 7]

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[4278]-41

M.M.M. (Semester - IV) Examination - 2012

BRAND MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Define Product. Explain various Product Levels for the following :

- (a) Mobile Phone
- (b) Refrigerator

Q.2) Explain the Brand Building Process in detail with the help of suitable examples.

Q.3) Differentiate between the concepts of 'Product' and 'Brand'. Comment on how a brand is able to bring identity and value to the Organisation.

Q.4) Explain the following Brand Strategies with examples :

- (a) Line Brand
- (b) Umbrella Brand

Q.5) What are the various branding options available to Marketers. Comment on Branding Strategies.

Q.6) What is Co-branding ? Why do firms opt for Co-branding ? Discuss the pros and cons.

[4278]-41

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P.T.O.

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

- (a) Concept of Brand Equity
 - (b) Brand Image
 - (c) Brand as Wealth Creators
 - (d) New Product Development
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Total No. of Questions : 7]

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[4278]-42

M. M. M. (Semester - IV) Examination - 2012

STRATEGIC MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Define Strategy. Describe objectives and concept of Strategic Marketing.

Q.2) “Vision, Mission, Objectives and Goals influence Strategy Formulation.”
Discuss.

Q.3) Discuss the following :

- (a) Porter’s 5 Forces Model
- (b) BCG Matrix

Q.4) Explain integration of Marketing Strategies for :

- (a) FMCG Sector
- (b) Industrial Sector

Q.5) Describe the role of 4P’s in Formulation of Marketing Strategies.

Q.6) Justify the Utility of Marketing Audit as a basis for Strategy Formulation for next year.

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

- (a) SWOT Analysis
- (b) GE 9 Cell Model
- (c) GAP Analysis

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[4278]-43

M. M. M. (Semester - IV) Examination - 2012

EXPORT DOCUMENTATION AND FOREX MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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-
- Q.1) “For entering in Market, Export is the most important way.” Explain its advantages and disadvantages.
- Q.2) What preliminaries are considered for starting Exports ? Explain the incentives and facilities relating to Exports.
- Q.3) Define ‘Letter of Credit’. Also describe various types of ‘Letter of Credit’ alongwith its benefits to Importer and Exporter.
- Q.4) Explain in details the ‘Post-shipment Finance’ and ‘Pre-shipment Finance’. What are the steps carried out by Exporter regarding same ?
- Q.5) In the following cases, what are the documents prepared by Exporter ?
- (a) Declaration of Goods under Foreign Exchange Regulations
 - (b) Transportation of Goods
 - (c) Customs Clearance of Goods

Q.6) What is the institutional support provided from Govt./Semi-Govt. and Autonomus Organisation to Exporter ?

Q.7) What steps are involved in arranging insurance for goods against Marine Risk ?

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Total No. of Questions : 7]

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[4278]-44

M. M. M. (Semester - IV) Examination - 2012

DIRECT MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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-
- Q.1)** 'Classic' is a leading Event Management Company. Year, 2008 is their Silver Jubilee Year. To celebrate its silver jubilee the company wants to organise an exhibition of Engineering Equipments. As an Event Manager prepare a plan for the successful organisation of the exhibition.
- Q.2)** How can you make corporate presentation effective ?
- Q.3)** Explain role, significance and various tools of In-house Communication.
- Q.4)** Explain the role and significance of Corporate Communication. Also point out qualities required in effective Corporate Communication Professional.
- Q.5)** Explain the concept, role and significance of Public Relations in today's Competitive Environment.
- Q.6)** What is 'Direct Marketing' ? Explain its role and significance in Marketing Promotion.
- Q.7)** Write short notes : (**Any Two**)
- (a) Press Conference
 - (b) Press Release
 - (c) Media Selection and Placement

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Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[4278]-46

M. M. M. (Semester - IV) Examination - 2012

RURAL AND AGRICULTURAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

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-
- Q.1)** Discuss concept and functions of Co-operative Marketing. What are the reasons for slow progress of the Co-operative Sector in India ?
 - Q.2)** Define 'Agricultural Marketing'. Discuss its scope, objectives and challenges.
 - Q.3)** Analyse the role of Agriculture in Economic Development of India.
 - Q.4)** Describe the emerging branches of Agri-business with specific reference to the Food Processing Industry.
 - Q.5)** "There is a tremendous scope for Rural Marketing especially for FMCG Sector." Do you agree ? Justify your answer.
 - Q.6)** Explain need importance and methods of Training in Agricultural Marketing.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Marketing Information
 - (b) Supporting Services for Export of Farm Product
 - (c) Product Promotion in Rural Market
 - (d) Features of Rural Marketing

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