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[4288] – 101

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

101 : BASICS OF MARKETING

(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

Q.1. Distinguish between 'Marketing and Selling' and explain the meaning of 'Marketing Concept'. What are the benefits of Marketing?

Q.2. Elaborate various steps in Decision-Making Process of Buyer.

Q.3. State the concept of 'Marketing Environment'. Explain various controllable and non-controllable factors.

Q.4. Discuss various steps you will consider to develop a marketing plan for new product 'Folding Helmet' to be launched in India. State necessary assumptions.

Q.5. (a) State necessity of 'Marketing Control'.
(b) What is Marketing Audit?

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Q. 6. State the necessity of Market Segmentation'. Also explain various bases for the same.

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

- (a) Marketing mix
- (b) Matrix organisation
- (c) Customer satisfaction



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[4288] – 102

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

SALES MANAGEMENT

(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

Q.1. 'Companies give lot of importance to sales management'. Explain the reason for importance.

Q.2. Creating a sales organisation depends on various factors. Explain the factors required to sell the products of FMCG and pharmaceutical companies.

Q.3. 'Sales productivity depends on level of motivation of sales force'. Analyse the statement.

Q.4. 'These days it is difficult to get right sales person.' Explain this statement in context to methods used for recruitment and selection of Sales Force.

Q.5. 'Training is a continuous process for a sales force'. Discuss the statement with various methods used for training Sales Force.

Q.6. 'Sales Manager has to regularly evaluate and control the selling activity'. Explain the statement by referring to various methods of sales control.

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

- (a) Prospecting
- (b) Selling of Insurance
- (c) Sales Budget
- (d) Qualities of effective sales person



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[4288] – 103

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

(103) : LAWS RELATED TO MARKETING

(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

Q. 1. Explain 'contract of agency'. Elaborate duties and responsibilities of agent.

Q. 2. Define Sale. Distinguish between Sale and Agreement to Sell.

Q. 3. What is Negotiable Instrument? Explain promissory note and bill of exchange.

Q. 4. Explain offences and penalties under Trade Marks Act.

Q. 5. Who is complainant under Consumer Protection Act? Explain role of District Forum.

Q. 6. Explain important provisions for VAT.

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

- (a) Undue influence
- (b) Condition and warranty
- (c) Electronic governance
- (d) Cyber crimes
- (e) Provisions under Copyright and Patents.



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

(203) : SERVICE MARKETING

(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) Attempt *any five* questions.

(ii) All questions carry *equal* marks.

Q.1. Discuss the nature of services. Explain the importance of services to Indian Economy.

Q.2. How will you segment the following services:

- (a) Airlines Services
- (b) Medical Tourism

Q.3. “Delight causing attributes today become satisfaction or dissatisfaction causing attribute tomorrow” do you agree? Comment.

Q.4. Suggest suitable distribution channel for following services:

- (a) Mobile services
- (b) Insurance services

Q.5. Suggest marketing mix for following services:

- (a) Health club
- (b) F.M. Radio Station

Q.6. Government of India has appointed you as a consultant for designing and implementing a campaign on 'Save Water'. Suggest a suitable marketing plan.

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

- (a) Services Mapping
- (b) Inseparability
- (c) Role of People in Services Marketing
- (d) Self Service Technologies



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[4288] – 201

P.G.D.M.M. (Semester - II) Examination, 2012
(201) : RETAIL AND DISTRIBUTION MANAGEMENT
(2008 Pattern)

Time : Three Hours

Total Marks : 70

- Note :**
- (i) *Attempt any five questions.*
 - (ii) *All questions carry equal marks.*
 - (iii) *Give suitable and appropriate examples wherever necessary.*
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- Q.1.** 'Foreign Direct Investment (FDI) in retailing sector will be useful for expansion of markets in India'. Do you agree with the statement? Justify your answer.
- Q.2.** Explain in detail Intensive, Selective and Exclusive distribution strategies in channel management.
- Q.3.** Discuss need and functions of wholesalers; giving specific examples from FMCG, Industrial and Services sector.
- Q.4.** Elaborate merits and demerits of non-organised retailing compared to organised retailing.
- Q.5.** State Bank of India intends to open a new branch especially to service Small and Medium Scale entrepreneurs. Discuss criteria for selection of location for this bank in your city.

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Q. 6. Explain concept and importance of 'Merchandising' and steps required for its planning.

Q. 7. Write notes on **any two** of the following :

- (a) Types of store layout (Drawings required)
- (b) Retail communication mix
- (c) Supply Chain Management



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P. G. D. M. M. (Semester - II) Examination, 2012
(202) : INTEGRATED MARKETING COMMUNICATIONS
(2008 Pattern)

Time : Three Hours

Total Marks : 70

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

Q. 1. Explain concept and process of Integrated Marketing Communications (IMC).

Q. 2. Explain with the help of suitable examples, various types of Advertisements.

Q. 3. What do you mean by 'Sales Promotion'? Explain different types of sales promotion techniques with advantages and disadvantages.

Q. 4. 'Media Management is essential to ensure economy and effectiveness in advertising campaign'. Discuss.

Q. 5. How you will evaluate marketing communication process? Explain with examples.

Q. 6. What are different types of Ad. Agencies? Explain the roles and responsibilities of each department of an Ad. Agency.

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Q.7. Write short notes on any two :

- (a) 'AIDA' Model
- (b) Social responsibility in IMC campaigns
- (c) Media relations
- (d) Event management

