

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-101

M. M. M. (Semester - I) Examination - 2011

PRINCIPLES AND PRACTICES OF MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Explain Henry Fayol's Principles of Management.

Q.2) Explain various techniques of Controlling.

Q.3) Define Motivation. Explain Motivation Theory of Herzberg.

Q.4) Define Leadership. What are the traits of an Effective Leader ?

Q.5) Explain Concept of TQM in detail.

Q.6) Explain Decision-making Process in detail.

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

- (a) Hawthorne Experiments
 - (b) Contribution of Taylor
 - (c) Personality
 - (d) Quality Circles
 - (e) Team Effectiveness
-

[3978]-101/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-102

M. M. M. (Semester - I) Examination - 2011

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) Define Marketing. Briefly describe functions of Marketing.

Q.2) “Marketing Managers have to constantly take and revise their marketing decisions considering changes in the Internal and External Marketing Environmental Forces.” Comment. Explain various types of Environmental Forces influencing Marketing Decisions.

Q.3) What are the various bases of Market Segmentation ? As a Marketing Manager of a Company Manufacturing Variety of Footwears, how would you segment market for such products to be sold all over India ?

Q.4) What are the functions of Packaging ? Discuss new trends observed in the sphere of packaging of Consumer Goods in India.

Q.5) Define Marketing Mix. Briefly explain various elements of Marketing Mix.

Q.6) What do you mean by Marketing Control ? Explain Marketing Control Process. What are the obstacles to Marketing Control Process ?

Q.7) Write notes : (Any Two)

- (a) Core Concepts of Marketing
 - (b) Direct Marketing
 - (c) Marketing Ethics
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

[3978]-103

M. M. M. (Semester - I) Examination - 2011
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 non-programmable calculator is allowed.*

SECTION - I

- Q.1)** “Standards are basis for a proper managerial control of Manufacturing Operations.” Define Standard Cost and explain above statement.
- Q.2)** Explain the terms Under-absorption and Over-absorption of Overheads. Explain any three methods of absorbing production overheads into the Cost of Production.
- Q.3)** Explain nature and characteristic features of Financial Accounting and Cost Accounting. How are they related to each other ?
- Q.4)** What do you mean by Overhead ? Explain any two methods of Allocation and Apportionment of Overheads.

SECTION - II

- Q.5)** Prepare Flexible Budget for Overheads on the basis of data given below. Ascertain overhead rates at 50%, 60% and 70% capacity :

At 60% Capacity

Variable Overheads :

Indirect Material	6,000
Indirect Labour	18,000

At 60% Capacity

Semi-variable Overheads :

Electricity (40% Fixed, 60% Variable)	30,000
Repairs and Maintenance (80% Fixed, 20% Variable)	3,000

Fixed Overheads :

Depreciation	16,500
Insurance	4,500
Salaries	15,000

Total Overheads **93,000**

Estimated Direct Labour Hours 1,86,000

Q.6)

Product	Standard			Actual		
	Qty.	Sale Price Rs.	Total Rs.	Qty.	Sale Price Rs.	Total Rs.
X	500	5	2,500	500	5.40	2,700
Y	400	6	2,400	600	5.50	3,300
Z	300	7	2,100	400	7.50	3,000
	—		—	—		—
	1,200		7,000	1,500		9,000

Calculate Sales Variances.

Q.7) The Sales Turnover and Total Cost of M/s. ABC Ltd. are as under :

Year	Sales (Rs.)	Total Cost (Rs.)
2007	1,50,000	1,20,000
2008	1,80,000	1,42,500

You are required to calculate :

- (a) Profit Volume Ratio
 - (b) Fixed Cost
 - (c) Break-even Point
 - (d) Sales to earn a profit of Rs. 45,000
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-104

M. M. M. (Semester - I) Examination - 2011

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 wherever necessary.*

-
-
- Q.1)** What is 'Demand' in Economics ? Explain Direct and Inverse Relationship between Price and Demand for a Commodity.
- Q.2)** State and explain the Law of Diminishing Marginal Returns with schedule and diagram.
- Q.3)** Compare features of Monopoly with Oligopoly. Show how Price and Output are determined in the Short Run under Monopoly ?
- Q.4)** Describe merits and demerits of Partnership as a Form of Business Organisation.
- Q.5)** Discuss any two Pricing Strategies.
- Q.6)** Why Investment Appraisal should be made ? Point out the merits and demerits of discounted Cash Flow Method.
- Q.7)** Write notes : **(Any Two)**
- (a) Practical Significance of Managerial Economics
 - (b) Need for Demand Forecasting
 - (c) Break-even Analysis
 - (d) Protection of Consumer Interest

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3978]-105

M. M. M. (Semester - I) Examination - 2011

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. Discuss various types of Research in detail. **[10]**

(B) Prepare a frequency distribution table for the following observations : **[05]**

10, 12, 11, 13, 17, 18, 17, 15, 10, 11
12, 11, 13, 11, 15, 18, 10, 11, 20, 22
27, 21, 23, 28, 12, 13, 20, 17, 15, 18
22, 28, 11, 21, 27, 22, 13, 18, 19, 22
16, 20, 21, 20, 15, 14, 17, 24, 25, 30

Take class as 1-5, 6-10, 11-15....

(C) Draw a Bar Chart for the above data. **[05]**

Q.2) Discuss steps in Research Process. Also enlist various problems faced by Researchers. **[10]**

Q.3) Explain the following Sampling Techniques : **[10]**

- (a) Stratified Sampling
- (b) Cluster Sampling

Q.4) Elaborate importance of Scaling Techniques in Research. Also explain Ranking and Rating Scales with examples. **[10]**

Q.5) Design a questionnaire to collect opinion of subscribers on mobile number portability introduced by TRAI in India. **[10]**

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

- (a) Sources of Secondary Data Collection
 - (b) Difficulties in Experimental Method
 - (c) Report Writing
 - (d) Error in Measurement
 - (e) Qualities of Workable Hypothesis
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-106

M. M. M. (Semester - I) Examination - 2011

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) Discuss Engel - Kollat - Blackwell Model with diagram in detail.

Q.2) Define Consumer Segmentation. Explain Parameters of Consumer Segmentation with examples.

Q.3) Discuss Maslow's Theory of Motivation with reference to Consumer Behaviour.

Q.4) What is meant by Consumer Behaviour ? Write a detailed note on Consumer Behaviour and the Decision-making Process.

Q.5) Indicate difference between Industrial Buying and Consumer Buying.

Q.6) Define Perception. Explain how it influences Consumer Behaviour ?

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

- (a) Attitude and Consumer Behaviour
- (b) Consumer Protection Act
- (c) Influence of Reference Groups on Consumer Behaviour
- (d) Consumer Research

[3978]-106/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-11

M. M. M. (Semester - I) Examination - 2011

PRINCIPLES AND PRACTICES OF MANAGEMENT

(Old 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Explain Taylor's Contribution to Management.

Q.2) Explain Maslow's Theory of Motivation.

Q.3) Explain the following concepts in detail :

- (a) Perception and Self Esteem
- (b) Primary and Secondary Motives

Q.4) Explain different types of Leaderships.

Q.5) Explain various steps in Planning.

Q.6) Explain in detail concept and importance of Corporate Social Responsibility.

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

- (a) Fayol's Contribution to Management
 - (b) Theory X and Theory Y
 - (c) Quality Circles
 - (d) Shaping of Personality
 - (e) Hawthorne Experiments
-

[3978]-11/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-12

M. M. M. (Semester - I) Examination - 2011

PRINCIPLES OF 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 Marketing. Explain Marketing Process. What are the Core Concepts of Marketing ?
- Q.2)** What do you mean by Marketing Planning ? Explain nature and steps in the Marketing Planning Process.
- Q.3)** Define Marketing Environment. Explain Concept of PEST Analysis influencing the Marketing Decision.
- Q.4)** Explain Stages of Product Life Cycle (PLC). Discuss possible Marketing Strategies for these stages of PLC.
- Q.5)** Briefly explain 4 Ps of Marketing Mix. Discuss significance of suitable Marketing Mix in the Modern Competitive Environment.
- Q.6)** Define the terms - Marketing Control and Marketing Audit. Explain nature, scope and importance of Marketing Audit.
- Q.7)** Write notes : **(Any Two)**
- (a) Approaches to Marketing
 - (b) Product Mix
 - (c) Marketing Ethics
-

[3978]-12/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

[3978]-13

M. M. M. (Semester - I) Examination - 2011

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

(Old 2005 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 Overhead. Explain various classifications of Overheads.

Q.2) What do you mean by Budget and Budgetary Control ? What are the advantages of Budgetary Control as a Cost Control Technique ?

Q.3) Discuss in detail the process involved in procurement of material till its consumption in production with the format of documents.

Q.4) Write short notes : **(Any Two)**

- (a) Elements of Cost
- (b) Cost Accounting and Financial Accounting
- (c) Elements of Cost Control

SECTION - II

Q.5) The Sales Turnover and Total Cost of M/s. XYZ Ltd. are as under :

Year	Sales (Rs.)	Total Cost (Rs.)
2006	1,50,000	1,20,000
2007	1,80,000	1,42,500

You are required to calculate :

- (a) Profit Volume Ratio
- (b) Fixed Cost
- (c) Break-even Point
- (d) Sales to earn a profit of Rs. 45,000
- (e) Variable Cost for 2004

Q.6) Following figures are extracted from the accounts of M/s. Meher Co. for the month of June-2007 :

	<u>Production Depts.</u>		<u>Service Depts.</u>		
	P1	P2	S1	S2	S3
	Rs.	Rs.	Rs.	Rs.	Rs.
Indirect Material	280	140	170	350	160
Indirect Wages	324	312	296	190	218
Power and Light	3,000				
Supervision Charges	2,200				
Rent and Taxes	500				
Insurance on Assets	60				

Depreciation at 12% p.a. on Capital Value of Assets is to be considered. From the above information and the following departmental data, prepare overhead recovery rates for the Production Department P1 and P2 on the basis of Direct Labour Hours. The expenses of Service Departments should be apportioned straight to the Production Depts., with the information that S1 is tool room, S2 is Maintenance Dept. and S3 is Stores Dept.

Department Data	P1	P2	S1	S2	S3
Area (sq.ft.)	400	200	100	200	100
Capital Value of Assets (Rs.)	8000	4000	7000	5000	6000
Kilowatt Hours	4000	3000	1000	1000	1000
Number of Employees	150	100	75	100	125
Direct Labour Hours	5000	5000			
Number of Requisitions	1000	300			

Q.7) Following transactions have taken place in respect of a material during March, 2001.

Date

- 1 Opening Balance 500 units @ Rs. 6 per unit
- 5 Purchased 100 units @ Rs. 7 per unit
- 7 Issued 400 units
- 9 Purchased 300 units @ Rs. 8 per unit
- 19 Issued 250 units
- 22 Issued 50 units
- 25 Purchased 300 units @ Rs. 7.50 per unit
- 30 Issued 250 units

Prepare Stores Ledger assuming that the issues are valued on FIFO and LIFO basis.

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-14

M. M. M. (Semester - I) Examination - 2011

MANAGERIAL ECONOMICS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
 - (3) Draw neat diagrams wherever necessary.*
-
-

Q.1) Define 'Managerial Economics'. Discuss its nature and scope.

Q.2) Why 'Joint Stock Company' form of Business Organisation is popular ?

Q.3) What is Demand Forecasting ? What are its types ? Describe any two methods of Demand Forecasting for the established product.

Q.4) Explain Concept of 'Production Function'. Describe Increasing, Decreasing and Negative Returns to Scale.

Q.5) Give classification of Markets on the basis of Degree of Competition.

Q.6) (A) Explain concepts : Total Cost, Average Cost and Marginal Cost with cost schedule and suitable diagram.

(B) Justify use of Cost-Benefit Analysis in Project Evaluation.

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

- (a) Exception to the Law of Demand
- (b) Break-even Analysis
- (c) Support Price and Administered Price
- (d) Determinants of Supply

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3978]-15

M. M. M. (Semester - I) Examination - 2011

RESEARCH METHODOLOGY

(Old 2005 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) Discuss need, scope and significance of Social Research. [10]

(B) Prepare a frequency distribution table for the following observations : [05]

11, 13, 14, 12, 17, 18, 27, 21, 29 22
17, 18, 13, 21, 22, 27, 30, 5, 7, 2
3, 8, 7, 11, 17, 4, 9, 10, 2, 23
15, 18, 17, 4, 3, 21, 30, 14, 12, 20
2, 3, 7, 22, 25, 26, 28, 14, 19, 29

Take classes as 1-5, 6-10, 11-15....

(C) Draw a Bar Chart for the above data. [05]

Q.2) What is Primary Data and Secondary Data ? Explain sources of each. [10]

Q.3) Explain steps in Research Design. Also enlist qualities of Good Research. [10]

Q.4) Design a questionnaire to collect data regarding Customers Buying Behaviour towards 'Water Purifier' in India. [10]

Q.5) Discuss various Probability and Non-probability Sampling Techniques used by Researchers. [10]

[3978]-15

1

P.T.O.

Q.6) Write short notes : (Any Four)

[20]

- (a) Interview Method
 - (b) Use of Computers in Research
 - (c) Types of Scales
 - (d) Problems Faced by Researchers
 - (e) Characteristics of True Samples
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-16

M. M. M. (Semester - I) Examination - 2011

CONSUMER BEHAVIOUR

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** “Most of the Purchasing Decisions of Indian Consumer are influenced by family.” Comment.
- Q.2)** Explain Concept of Consumer Behaviour. What are the major uses or applications of Consumer Behaviour ?
- Q.3)** Explain any one Model of Consumer Behaviour in detail, giving suitable examples.
- Q.4)** What is Reference Group ? Explain its relevance to Consumer Behaviour.
- Q.5)** What is meant by Personality ? State different stages in the development of Personality. Explain influence of Personality on Consumer Behaviour.
- Q.6)** Discuss relationship between Environmental Factors and Consumer Behaviour. Explain in detail how economic and socio-cultural factors affect Buying Behaviour ?
- Q.7)** Write short notes : **(Any Two)**
- (a) Consumer Protection Act
 - (b) Consumer Complaints – ‘A Sign of Interest’
 - (c) Opinion Leaders
 - (d) Decision-making Process

[3978]-16/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3978]-201

M. M. M. (Semester - II) Examination - 2011

SERVICES MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** Describe extended P's of Services Marketing. Do you think that physical evidence really matters in Marketing of Services ? Give reasons.
- Q.2)** Explain with illustrations, strategies used for dealing with Intangibility and Inseparability.
- Q.3)** Explain with relevant examples - People Processing, Information Processing, Possession Processing and Mental Stimulus Processing.
- Q.4)** Discuss various Distribution Channels for Services Marketing.
- Q.5)** "Pricing is difficult for Consultation Services." Explain in detail.
- Q.6)** Write short notes : **(Any Two)**
 - (a) Classification of Services
 - (b) Personal Selling
 - (c) Jay Customers

Q.7) Case Study :

Once upon a time, may be 25 years ago, teledensity in India was just about 200 telephones per thousand population. With liberalization of telecom policies since 1993/94, now almost half of the population in India owns a mobile phone.

Mobile phones, when introduced were crude but were status symbols. Outgoing calls were charged at Rs. 16/min. and incoming calls were charged at Rs. 8/min. This was in the year 1996.

Over the period of last about 14 years, mobile telephony charges have fearfully bottomed to now about 1 paisa/second or 60 paisa/minute. However, the price war does not seem to have stopped. One of the mobile service providers announced that it will charge only 20 paisa/min.

For mobile telephony, service quality with 24 hour uptime is now taken for granted, else mobile service provider just will not survive. In such a situation only option for making money, is to have segmentation and brand loyalty of customers.

Questions :

- (a) What should be the segmentation and positioning parameters for mobile service provider ?
- (b) What needs to be done to create brand loyalty amongst the mobile users ?
- (c) What would be the effect of Multi-SIM Handsets on brand loyalty ?

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-202

M. M. M. (Semester - II) Examination - 2011

RETAIL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** Discuss concept, importance and functions of Retailing. Also compare Indian Vs. Global Retail Scenario.
- Q.2)** XYZ Firm wants to open a Retail Mall in a Metro City. Suggest appropriate segmentation, targeting and positioning strategies for its Readymade Garment Division.
- Q.3)** Enlist various formats of Retailing. Explain any three formats in detail. Give suitable examples.
- Q.4)** Illustrate various types of Layouts. Suggest any suitable layout to be adopted for Book Store.
- Q.5)** “IT Applications in Retailing are more suitable in Urban Locations.” Justify.
- Q.6)** Discuss opportunities and challenges for Growth of Organised Retailing in Rural India.
- Q.7)** Write short notes : **(Any Two)**
- (a) Franchising
 - (b) Retail Marketing Mix
 - (c) Consumer Buying Behaviour in Retail

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-203

M. M. M. (Semester - II) Examination - 2011

SALES MANAGEMENT AND PERSONAL SELLING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** What do you mean by the term 'Sales Management' ? Discuss increasing importance of Sale Management in today's business world.
 - Q.2)** Explain importance and necessity of Sales Planning and also write process of Sales Planning in detail taking example of selling Processed Foods.
 - Q.3)** "Customer-based Organisational Structure is preferred when customers in different categories have different requirements but products are identical." Justify this statement.
 - Q.4)** Why is Motivation of Sales Force more important than Motivation of Employees in other departments of business activity ? Also write various methods of Motivations adopted by FMCG Company.
 - Q.5)** "Many persons want to become successful salesmen these days." Discuss qualities of Effective Salesmanship.
 - Q.6)** "Sale Controls help a lot in improving performance of Sales Department in to-day's Competitive Environment." Explain by taking example of Selling any Financial Services.

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

- (a) Sales Forecasting
 - (b) Prospecting
 - (c) Value Added Selling
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-204

M. M. M. (Semester - II) Examination - 2011

DISTRIBUTION MANAGEMENT AND LOGISTICS

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** “The role of Market Intermediaries is to provide Market Information, maintain Price Stability and promote Company’s Products.” Discuss.
- Q.2)** Define and explain concept of Physical Distribution. Explain role of various Participants in Physical Distribution Process.
- Q.3)** What are the functions of Marketing Channel ? What are the factors that influence Selection of Channel ? Discuss with reasons.
- Q.4)** What are the relative advantages and disadvantages of various Transportation Modes ? How would you evaluate best Transportation Mode in a given situation ?
- Q.5)** What are Channel Conflicts ? Why they occur ? How can Channel Conflicts be resolved ?
- Q.6)** Explain importance and functions of Retailers. How Retailers are classified ? Explain.
- Q.7)** Write short notes : **(Any Two)**
- (a) Supply Chain Management
 - (b) Functions of Wholesaler
 - (c) Vertical Marketing Systems (VMS)

[3978]-204/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-205

M. M. M. (Semester - II) Examination - 2011

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)** Define Market Research. Explain its nature and scope in Marketing Management.
- Q.2)** “In solving specific Marketing Problems, Secondary Data is often found to be insufficient”. Do you agree ? Justify with suitable examples.
- Q.3)** Design a questionnaire to study demand for ‘Herbal Hair Colour’ amongst the college going students.
- Q.4)** Develop a Research Plan for Kingfisher Air Lines which would like to introduce new routes to cover un-attempted destinations.
- Q.5)** Explain the following techniques of Market Research :
- (a) Test Marketing
 - (b) Consumer Pannels
- Q.6)** Define the term ‘Sample’. State various Methods of Non-probability Sampling.
- Q.7)** Write short notes : **(Any Two)**
- (a) Scaling Technique
 - (b) Research Report
 - (c) Applications of Market Research

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-206

M. M. M. (Semester - II) Examination - 2011

RELATIONSHIP MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any five** questions.*
 - (2) All questions carry equal marks.*
 - (3) Use of suitable examples, models etc. will be appreciated.*
-
-

- Q.1)** “A satisfied customer is likely to be Less Price Conscious.” Do you agree ? Present your views and justify them.
- Q.2)** You as a Relationship Manager, what Marketing Strategy would you suggest to your organisation to market Water Purifiers in Consumer Markets.
- Q.3)** Does Relationship Marketing work in Mass-Markets ? Develop Customer Loyalty Program for Fast Food Chain.
- Q.4)** How would you develop ECRM Practices for Banks ?
- Q.5)** What do you mean by Life Time Customer Value ? How would you calculate Life Time for any Telecom Service Provider of your choice ?
- Q.6)** Explain role of ‘Relationships’ in Distribution. Give example to support your viewpoint.
- Q.7)** Write short notes : **(Any Two)**
- (a) Database Marketing
 - (b) Buyer - Seller Relationship
 - (c) Internal Market
-

[3978]-206/1

Total No. of Questions : 6]

[Total No. of Printed Pages : 1

[3978]-21

M. M. M. (Semester - II) Examination - 2011

SERVICES MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Why are the extended P's necessary to describe Marketing Mix of Services ?

Q.2) "To compete in Global Markets, Indian Firms need to have a well crafted Service Strategy." Comment.

Q.3) M/s. Gupta and Sons have decided to foray into the hospitality sector by opening a Resort in Pune. How should Marketing be done for such a Service ?

Q.4) Discuss vital issues related to pricing of a Service Product. Explain with reasons, which factors play vital role in deciding of :

- (a) Airline Service
- (b) Management Consultancy Service

Q.5) Explain SERVQUAL Model in detail.

Q.6) Explain role of Personal Selling, Advertising and Sales Promotion in Promotion Mix of Services.

[3978]-21/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-22

M. M. M. (Semester - II) Examination - 2011

RETAIL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Explain significance and scope of Non-store Retailing in Indian Context.

Q.2) “Right location is the most important decision for establishing retail outlet.”
Explain steps that must be followed for Retail Site Selection.

Q.3) What are the different types of Store Layouts ? Discuss advantages and disadvantages of each of them.

Q.4) How does the Communication Mix vary for Super Market than for Hyper Market ?

Q.5) Discuss different steps involved in Merchandise Planning, giving suitable examples.

Q.6) Explain salient features of Store Administration with special reference to Store Inventories and Displays.

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

(a) Role of IT in Retailing

(b) Franchising

(c) Organised Retailing in India

[3978]-22/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-23

M. M. M. (Semester - II) Examination - 2011

SALES MANAGEMENT AND PERSONAL SELLING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

(2) All questions carry equal marks.

Q.1) Write meaning and objectives of Sales Management.

Q.2) What is Sales Forecasting ? What are the various methods of Sales Forecasting ?

Q.3) Why companies have to develop Sales Force separately for Industrial Products and Consumer Products and also explain factors to be considered for suitable selection of Sales Persons.

Q.4) What is Sales Training and its importance for any Consumer Product Company ? What are the various methods used for Sales Training ?

Q.5) Write steps taken for improving Sales Productivity. What is its importance ?

Q.6) What is Salesmanship ? Also write characteristics of effective Sales Person and Selling Process.

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

(a) Sales Compensation

(b) Prospecting

(c) Sales Organisation

[3978]-23/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-24

M. M. M. (Semester - II) Examination - 2011

DISTRIBUTION MANAGEMENT AND LOGISTICS

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Explain Concept of Distribution Channels. Describe different forms of Channels.

Q.2) Which are the distinctive considerations used in creating channels for (i) Consumer Goods, (ii) Industrial Goods, (iii) Services. Explain giving examples.

Q.3) Discuss various types of Wholesalers. Which functions are performed by the Wholesalers ?

Q.4) Describe reasons for Channel Conflicts. How can they be resolved ?

Q.5) Bring out concept and process of Supply Chain Management.

Q.6) Examine significance of Inventory Management. Quote suitable examples.

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

- (a) Functions of Distribution Channels
- (b) Transportation
- (c) Order Processing

[3978]-24/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-25

M. M. M. (Semester - II) Examination - 2011

MARKET RESEARCH

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Define Market Research. Discuss various applications of Market Research.

Q.2) What is Primary Data and Secondary Data ? How Primary Data differs from Secondary Data ?

Q.3) Explain various types of Scaling Techniques used in Market Research.

Q.4) Elaborate on :

- (a) Retail Store Audit
- (b) National Readership Survey

Q.5) Design a questionnaire for a company wishing to study opinion of its customers towards user friendliness of Company's Website.

Q.6) Explain the terms :

- (a) Sample
- (b) Universe

Also enlist, characteristics of a good sample.

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

- (a) Limitations of Market Research
 - (b) Area Sampling
 - (c) Research Report
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-26

M. M. M. (Semester - II) Examination - 2011

RELATIONSHIP MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) Attempt **any four** questions.*
 - (2) All questions carry equal marks.*
 - (3) Use of suitable examples, models etc. will be appreciated.*
-

- Q.1)** Trace Evolution of Relationship Marketing. How does Relationship Marketing differ from Transactional Marketing ?
- Q.2)** Examine Contribution of Information Technology to the Practice of Relationship Marketing.
- Q.3)** How relationship approach contributes to the Distribution Functions ? Explain giving examples.
- Q.4)** Does Relationship Marketing work in Mass-Markets ? Discuss Customer Loyalty Programs as developed by Business Firms.
- Q.5)** Explain Concept of Buyer - Seller Relationship ? Elaborate with suitable examples.
- Q.6)** Describe various levels of Customer Profitability Analysis.
- Q.7)** Write short notes : **(Any Two)**
 - (a) Mass Markets
 - (b) Loyalty Schemes
 - (c) Life Time Value

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3978]-301

M. M. M. (Semester - III) Examination - 2011

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) “Ignoring Cultural Dimension in International Marketing has led to many Marketing Failures.” Justify this statement with example.

Q.2) List out various factors influencing International Marketing Communication. Distinguish between Push and Pull Strategies in International Communication.

Q.3) Outline factors influencing International Pricing Decision. What are the possible pricing strategies adopted in International Marketing ?

Q.4) Elaborate on how Marketing Environment of Importing Country tends to influence International Marketing Efforts.

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

- (a) Hofstede’s Theory of National Culture
- (b) Analysis of Economic Environment of Country
- (c) Problems in Primary Data Collection
- (d) Global Product Strategies

Q.6) Case Study :

Crispy Chocolates Ltd.

Crispy Chocolates Ltd. was a company established in India in the year 1985. After achieving a market share of 40% in Indian Market by the year 1992, it entered into an agreement with Milk Products Inc, an U.S. based multinational company, in the same year. The agreement was to last up to 2002. The critical term of an agreement was that

the major production of Crispy Chocolates Ltd. in India is to be exported to United States. Milk Products Inc. would market these chocolates on its brand name in U.S.A. and other countries.

In the year 2002, the agreement expired. During the tenure of the agreement, Crispy Chocolates Ltd., had established brand name and reputation in Indian Market. Despite very heavy competition, the company could manage to increase its Indian Market share by 5% annually.

In these 10 years the company (CCL) had established very sophisticated Research and Development setup of Export Grade Chocolates in consultation with Milk Product Inc., U.S.A.

Now that the agreement is over, CCL is free to use same technology for the products to be manufactured and sold not only in India but also worldwide.

Mr. Kushal Parekh, CEO of Crispy Chocolates Ltd., is wondering how the chocolates could be marketed in the overseas markets. He is quite comfortable with the Indian Marketing Operations. But in the overseas markets, the same chocolates were sold by Milk Products Inc. under their brand name. This according to Mr. Parekh, is going to pose problems.

As a Marketing Consultant to Crispy Chocolate Ltd., how are you going to work out overseas marketing plans - marketing mix strategies that would satisfy Mr. Kushal Parekh ?

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-302

M. M. M. (Semester - III) Examination - 2011

LAWS RELATING TO MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Answer **any five** questions.*

(2) Figures to the right indicate full marks.

-
-
- Q.1)** “All contracts are agreement, but all agreements are not contract.”
Discuss. Mention essential elements of Valid Contract. **[14]**
- Q.2)** Who are competent to enter into contract ? What is the law on Minor’s Agreement ? **[14]**
- Q.3)** Define Negotiable Instrument and state various types of Negotiable Instruments. **[14]**
- Q.4)** Who is Unpaid Seller and what are his rights under the Sale of Goods Act ? **[14]**
- Q.5)** What are the salient features of Food Adulteration Act ? **[14]**
- Q.6)** Define Consumer, Service and Defects in Goods under the Consumer Protection Act. **[14]**

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

[14]

- (a) Vat
 - (b) Objects of Patents and Copyrights Act
 - (c) Endorsement
 - (d) Undue Influence
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-303

M. M. M. (Semester - III) Examination - 2011

FINANCIAL SERVICES MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** How Venture Capital Business has progressed ? What are the Hurdles in the Progress of this Business ? Explain in detail.
- Q.2)** Give a review of the Performance of Mutual Funds in India during the last two decades.
- Q.3)** “In recent times Banking is gaining importance in the light of RBI’s Policy and Government’s Budget.” Discuss.
- Q.4)** How Registrar, Custodian and Sales Distribution Channel perform their roles in the development of Mutual Fund Business ?
- Q.5)** How Financial Planning of Individual is done through Financial Products ? How it is managed ?
- Q.6)** How Merchant Banking is helping Entrepreneurs through different services ?
- Q.7)** Write a brief note on the Development of Financial Market Infrastructure in India.

[3978]-303/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-304

M. M. M. (Semester - III) Examination - 2011

MARKETING COMMUNICATION

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Define Advertising. Explain 'Classification of Advertising' with supporting examples.

Q.2) Suggest suitable Sales Promotion Schemes for the following :

- (a) Iodized Salt
- (b) BSNL Services

Q.3) Explain different media for Advertising. Give criteria for media choice for 'Entertainment Electronics Consumer Product' like Television.

Q.4) Draw an organisational structure of an Advertising Agency and discuss role played by various departments.

Q.5) Explain role played by 'Direct Marketing' in Communication Mix. Discuss methods of Direct Marketing used by a Firm.

Q.6) Design a Print Advertisement Copy for :

- (a) Launch Advertisement by a GSM Mobile Company
- (b) New Softdrink to be launched during the World Cup 2011

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

- (a) Celebrity Endorsement
 - (b) Reach and Frequency
 - (c) Event Management
 - (d) Publicity
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-305

M. M. M. (Semester - III) Examination - 2011

RETAIL OPERATIONS MANAGEMENT

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) What do you understand by Retail Supply Management ? Discuss scope of Retail Supply Management.

Q.2) Universal Books Store is planning to establish its outlet in Pune. Suggest steps required for Merchandise Planning for the Store.

Q.3) Explain advantages and disadvantages of Private Label Brand. Give five examples of Private Label Brands.

Q.4) You have been appointed as Stores Manager of a newly established Super Market. Design stores promotional strategy to increase sales.

Q.5) Design CRM Programme for a 'Kirana Store' in your locality.

Q.6) Discuss techniques to minimise shop lifting in a Super Market.

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

- (a) Integrated Supply Chain Planning
- (b) Vender Development
- (c) Store Display

Total No. of Questions : 6]

[Total No. of Printed Pages : 2

[3978]-31

M. M. M. (Semester - III) Examination - 2011

INTERNATIONAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 60

Instructions :

*(1) Answer **any four** questions.*

(2) All questions carry equal marks.

Q.1) Explain in detail Institutional Support from Government, Semi-government and Autonomous Organisations to Exporters.

Q.2) Explain the following features of Foreign Trade Policy, 2004-2009 :

- (a) Vishesh Krishi Upaj Yojana
- (b) Served From India Scheme
- (c) Advance Licence
- (d) Star Export House Scheme
- (e) Duty Entitlement Pass Book Scheme (DEPB)

Q.3) Describe various documents used in Export and their purpose.

Q.4) Comment in detail on various Services provided by ECGC in regard to Export Credit Insurance.

Q.5) A company wishes to start Export Business, with which Government Organisations it has to register and obtain registration ?

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

- (a) Types of Letters of Credit
 - (b) EPCG Scheme
 - (c) IEC Number
 - (d) Packing Credit
 - (e) Spot and Forward Exchange Rates
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-33

M. M. M. (Semester - III) Examination - 2011

FINANCIAL SERVICES MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

Q.1) Give an overview of various Financial Services in India.

Q.2) Discuss in detail Role of IRDA.

Q.3) “Liberalisation has revolutionized Retail Banking in India.” Comment.

Q.4) “Mutual Fund is a much better and safer avenue for a novice investor than direct investment in Stock Market.” Elaborate.

Q.5) What are Credit Cards ? Explain importance and features of Credit Cards.

Q.6) Write a detailed note on Housing Finance.

Q.7) Write short notes :

- (a) Venture Capital
 - (b) Personal Loan
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-34

M. M. M. (Semester - III) Examination - 2011

MARKETING COMMUNICATION

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** Discuss role played by 'Advertising' in Marketing Communication Program of a Company.
 - Q.2)** Discuss importance of Sales Promotion. Elaborate various techniques of Sales Promotion adopted by Companies dealing in Consumer Durables.
 - Q.3)** Elaborate in detail working of an Advertising Agency. Write down names of any 5 famous Advertising Agencies in India.
 - Q.4)** What are various types of Media ? Discuss different Promotional Media used in the recent ICC World Cup-2011.
 - Q.5)** "Online Marketing has become a significant element of Marketing Communication Strategy of a Firm." Analyse this statement.
 - Q.6)** Define 'Advertising Budget'. Explain various methods used by the companies in designing the Advertising Budget.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) AIDA
 - (b) Types of Advertising
 - (c) Public Relations
 - (d) Media Research
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-35

M. M. M. (Semester - III) Examination - 2011

RETAIL OPERATIONS MANAGEMENT

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** Differentiate between Store and Non-store Retailing. Explain different formats of Store Retailing.
 - Q.2)** Elaborate Elements of Retail Marketing Mix.
 - Q.3)** Discuss Role of Sales Promotion in Indian Retailing, giving suitable examples.
 - Q.4)** Explain different types of Store Layouts with their advantages and disadvantages.
 - Q.5)** “Franchising is gaining importance in Indian Scenario.” Discuss.
 - Q.6)** Explain scope and challenges faced by Online Retailing in India.
 - Q.7)** Write short notes : **(Any Two)**
 - (a) Organised Retailing in India
 - (b) Retail Logistics
 - (c) Shop Displays
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-401

M. M. M. (Semester - IV) Examination - 2011

BRAND 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 Company changes its Marketing Strategy as per the change in stage of ‘Product Life Cycle’ (PLC).” Discuss.

Q.2) Discuss role played by celebrities in developing brands. Explain how DTH Service Providers have used the concept of ‘Celebrity Endorsement’ for their brands.

Q.3) Discuss Brand Building Process for **any two** of the following brands :

- (a) Colgate Toothpaste
- (b) ITC
- (c) Boost

Q.4) Which are the various elements of Brand ? Discuss Brand Name Strategies adopted by Brand Manager.

Q.5) “Brand Extension facilitates capitalising on recognition and goodwill of the existing brand.” Analyse this statement.

Q.6) ‘Bharati Airtel eays that the recent brand makeover is in tune with the paradigm change, industry is about to witness.” Discuss this statement in context to ‘Rebranding’ exercise carried out by various companies.

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

- (a) Brand Crisis Management
 - (b) Brand Image
 - (c) Private Labels
 - (d) Failure of a New Product
 - (e) Brand Logo
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-402

M. M. M. (Semester - IV) Examination - 2011

STRATEGIC MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

- Q.1)** Define Strategy. How does vision of a firm correlate with Strategic Management Process ? Give suitable example.
- Q.2)** Discuss concept and objectives of Strategic Marketing Management.
- Q.3)** Describe Scope of Marketing Audit. Explain how it helps in Strategy Formulation ?
- Q.4)** Discuss Integration of Marketing Strategies and their application to the following :
 - (a) FMCG Sector
 - (b) Service Sector
- Q.5)** Design introduction strategies for a new Product. Explain Planned or Unplanned Strategy for withdrawal of a Product.
- Q.6)** 'Octopus Pharma Ltd.' wants to diversify in FMCG Sector. Suggest suitable strategies with respect to 4 P's.

Q.7) Short notes : (Any Two)

- (a) Mckinsey's 7s Framework
 - (b) BCG Matrix
 - (c) Constraints in Strategy Implementation
 - (d) Marketing Strategies for IT and ITES Sectors
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-403

M. M. M. (Semester - IV) Examination - 2011

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)** What are the facilities and incentives offered to Exporter by Central Government and State Government ?
- Q.2)** What are the preliminaries required for starting Export Business ?
- Q.3)** How Exporter arranges Pre and Post-shipment Finance. Also indicate how EXIM Bank provides Finance to Exporter ?
- Q.4)** Define Letter of Credit and indicate various types of the same.
- Q.5)** How Foreign Exchange Rates are Understood and Protected in adverse situations ?
- Q.6)** What are the facilities provided regarding Foreign Exchange to Exporter by RBI and EXIM Bank ?

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

- (a) Sending Samples Overseas
 - (b) External Commercial Borrowings
 - (c) Institutional Support from Government to Exporter
 - (d) Insuring Goods against Marine Risk
 - (e) Market Entry Strategies
 - (f) Financial and Fiscal Incentives
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-404

M. M. M. (Semester - IV) Examination - 2011

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)** Explain Concept of 'Integrated Marketing Communication' and discuss role of Direct Marketing in it.
- Q.2)** Discuss importance of Planning in Event Management with the help of suitable examples.
- Q.3)** Define 'Direct Marketing'. Discuss various techniques of Direct Marketing by citing appropriate examples.
- Q.4)** What is the significance of Corporate Presentations ? State do's and don'ts of Corporate Presentations.
- Q.5)** Illustrate importance of In-house Communication. Also discuss various methods of the same.
- Q.6)** Discuss CRM Concept in detail. Also state limitations of implementing CRM Concept.
- Q.7)** Write short notes : (**Any Two**)
- (a) Press Conference and Press Release
 - (b) Public Relations
 - (c) Vending Machine

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-405

M. M. M. (Semester - IV) Examination - 2011

INDUSTRIAL MARKETING

(New 2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

- (1) *Q. No. 1 is compulsory*
 - (2) *Attempt **any four** from the remaining.*
 - (3) *All questions carry equal marks. i.e. **14** each.*
-
-

- Q.1)** You are a manufacturer of Electric Motors for Domestic and Agricultural Pump Sets. You plan to expand into business for Industrial Applications like Machine Tools, Chemical and Process Pumps etc. Design a Marketing Channel to take care of OEM requirements and also provide After Sales Service.
- Q.2)** Describe stages in Typical Industrial Buying Process. Discuss role of Participants.
- Q.3)** In a Typical Order Negotiating Process, discuss various factors involved in Order Booking Finalisation. Discuss importance of Negotiating Skills.
- Q.4)** How are Industrial Products classified ? Explain with examples.
- Q.5)** Discuss different methods of forecasting Industrial Product Demand. Discuss idea of Market Share and its role in setting targets.
- Q.6)** “For Industrial Products, Quality and Availability of After Sales Service and Spare Parts are critical.” Offer your views and comments.
- Q.7)** Write short notes : **(Any Two)**
- (a) Tender Business in Government Buying
 - (b) Niche Markets
 - (c) Logistics and its role in Industrial Marketing
-

[3978]-405/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-406

M. M. M. (Semester - IV) Examination - 2011

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.*
 - (3) Make and state your assumptions clearly and give examples wherever necessary.*
-

- Q.1)** Define Scope of Rural and Agricultural Marketing and enlist challenges before them.
- Q.2)** Explain role of Standardisation, Grading and Quality Control in Agricultural Marketing System.
- Q.3)** “Innovative Distribution Channels can play an important role in Rural and Agricultural Marketing Profession.” Discuss with illustrations.
- Q.4)** Enlist challenges before Dairy and Poultry Industry as allied occupations for Farmers.
- Q.5)** Suggest Marketing Mix for a new brand of any agricultural input of your choice for launching the same.
- Q.6)** Describe Emerging Branches in Agri-Business with reference to Food Processing Industry.
- Q.7)** Write short notes : **(Any Two)**
 - (a) Scope of Horticultural Development in India
 - (b) Failures in Export of Commodities
 - (c) Organised Warehousing in Agri-Business

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-41

M.M.M. (Semester - IV) Examination - 2011

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) ‘The Length of Life Cycle, duration of each phase and shape of curve, vary widely with different products.’ Discuss this statement in context to ‘Product Life Cycle’ (PLC) of various products.

Q.2) Why a company decides to follow a Brand Extension Strategy ? Explain various types of Brand Extensions.

Q.3) “People prefer to buy Brands rather than Products.” Discuss.

Q.4) Explain Brand Building Process for :

- (a) Airtel
- (b) Archies

Q.5) Elaborate ‘Need for Brand Repositioning’. Which are the various ways in which ‘Repositioning’ can be done ?

Q.6) What are the desirable qualities for a Brand Name ? Explain various Brand Name Strategies.

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

- (a) Co-branding
- (b) On-line Branding
- (c) Celebrity Endorsement
- (d) Role of Sound in Branding

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-42

M. M. M. (Semester - IV) Examination - 2011

STRATEGIC MARKETING

(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 term Strategy. Discuss relationship of Goals and Objectives with Strategic Management.
- Q.2)** Discuss importance of GAP Analysis and BCG Matrix in Strategic Marketing Analysis. Give suitable examples.
- Q.3)** Discuss integration of Marketing Strategies and Applications to the following sectors :
- (a) Industrial Sector
 - (b) Services Sector
- Q.4)** What is Marketing Audit ? Explain its nature, scope and utility.
- Q.5)** “Implementation of Marketing Strategies in Services Sector is a challenging job.” Discuss.
- Q.6)** Explain how Porter’s 5 Forces Model of Competition helps in analysis of Marketing Strategies.
- Q.7)** Write short notes : **(Any Two)**
- (a) Vision
 - (b) Constraints in Marketing Strategy Implementation
 - (c) SWOT Analysis
 - (d) GE 9 Cell Model

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

[3978]-43

M. M. M. (Semester - IV) Examination - 2011

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.*
-

Q.1) What is the procedure adopted by Exporter for the following :

- (a) Sending Sample Overseas
- (b) Appointing Overseas Agent
- (c) Registration as Exporter

Q.2) What is meant by External Commercial Borrowings ? How Exporter arranges finance through EXIM Bank ?

Q.3) In the adverse situation how the Foreign Exchange Rates are understood and protected by Exporter ?

Q.4) Explain the following documents :

- (a) Customer Invoice
- (b) Consular Invoice
- (c) Bill of Exchange
- (d) Shipping Advice
- (e) Certificate of Shipment
- (f) Packing List
- (g) Commercial Invoice

Q.5) How Letter of Credit helps Exporter and Importer to complete Financial Transaction ? Explain in detail various types of 'Letters of Credit'.

Q.6) What are the facilities provided to Exporter by RBI and EXIM Bank regarding Foreign Exchange ?

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

- (a) Pre-shipment Finance
 - (b) Documents for Transportation of Goods
 - (c) Insuring Goods against Marine Risks
 - (d) Understanding Foreign Exchange Rates
 - (e) Antiquity Certificate
-

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-44

M. M. M. (Semester - IV) Examination - 2011

DIRECT MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

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

-
-
- Q.1)** “Corporate Communication is gaining importance in today’s dynamic environment.” Do you agree ? Justify your answer with suitable illustrations.
- Q.2)** Explain Concept of In-house Communication. Give steps involved in the process of design and conceptualization of ‘House Journals’.
- Q.3)** As a Event Manager of a leading Event Management Company, how will you organise an exhibition of ‘FMCG Products’ ? Explain with a step-by-step plan.
- Q.4)** Assume you are a Sales Manager of a Software Appraisal Firm which makes ‘Performance Appraisal System’ suitable for Educational Institutions. Which steps you will take to make your presentation more effective ?
- Q.5)** Draft a Press Release for a proposed ‘Atomic Power Plant’ in Maharashtra. Make necessary assumptions.
- Q.6)** Explain Importance of Direct Marketing. Give any two examples of companies, who successfully became market leaders with the help of Direct Marketing.
- Q.7)** Write short notes : (**Any Two**)
- (a) Customer News Letter
 - (b) Media Selection for PR
 - (c) Sales Promotion Brochures

[3978]-44/1

Total No. of Questions : 7]

[Total No. of Printed Pages : 1

[3978]-45

M. M. M. (Semester - IV) Examination - 2011

INDUSTRIAL MARKETING

(Old 2005 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions :

*(1) Attempt **any five** questions.*

*(2) Each question carries **14 marks**.*

Q.1) Explain different methods that can be used to forecast Demand for Industrial Products. (Give example)

Q.2) “Pricing to Industrial Customers is very critical to ensure continuity of Business.” Comment.

Q.3) Explain Typical Buying Process in an Industrial Organisation with the help of a diagram.

Q.4) Explain differences between Industrial and Consumer Products Marketing.

Q.5) Discuss Typical Roles of Advertising and Personal Selling in case of Industrial Products.

Q.6) Design a Marketing Channel for a manufacturer of Ball, Roller and Taper Bearings required in Automobiles, Machine Tools, Electric Motors and other Industrial Equipments.

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

(a) Negotiating Skills

(b) Niche Marketing

(c) Selling to Government

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

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M. M. M. (Semester - IV) Examination - 2011

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.

Q.1) Define and explain concept of Agricultural Marketing. What are the objects and scope of Agricultural Marketing ?

Q.2) What are the challenges in Product Promotion in Rural Markets in India ? Discuss with examples.

Q.3) Differentiate between Agricultural, Industrial and Consumer Marketing.

Q.4) What do you understand by 'Market Information' ? How it is useful to Agricultural Marketing ?

Q.5) Discuss specific features of Rural Marketing in India. Also explain its scope and limitations.

Q.6) "It has been suggested that FMCG Companies are too big and that they should be broken into small firms." Do you agree ? Justify your answer.

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

(a) Concepts and Functions of Co-operative Marketing

(b) Marketing Mix for Rural and Urban Markets

(c) Recruitment of Human Resource in Agricultural Marketing

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