

25/3/14

Ty B Com - Business Management  
Paper - I

5

(REVISED COURSE-OLD PATTERN)

QPCode : AE-6987

For old and IDOL candidates  
(3 Hours)

[ Total Marks : 100 ]

Basketed Must

- N.B. : (1) Question No. 1 is compulsory.  
(2) Answer any **four** questions from remaining Q.2 to Q.8.  
(3) **Figures** to the right indicate **full marks**.  
(4) Answer to each question must begin on a new page.

1. Explain the following concepts in not more than **eight lines** : (any five) 20
  - (a) Marketing Management
  - (b) Globalisation
  - (c) E-Marketing
  - (d) Push strategy
  - (e) Mission
  - (f) Services
  - (g) Market Nicher
  - (h) Brain storming.
2. (a) What are the functions of marketing managers? 10  
(b) What is macro environment? Discuss the changes which have taken place in the Indian marketing environment post Liberalisation. 10
3. (a) Why is product positioning important in the present marketing environment? 10  
(b) Explain various elements of promotion mix. 10
4. (a) Describe various factors that influence consumer buying behaviour. 10  
(b) What are the quantitative tools of Sales forecasting? 10
5. (a) Critically evaluate. 10
  - (i) B C G Matrix
  - (ii) SWOT analysis  
(b) As a market leader, how would you design competitive strategies? 10
6. (a) As a marketing manager, suggest an appropriate marketing mix for services. 10  
(b) Elaborate on various challenges of rural marketing. 10
7. Write short notes on **any two** following :- 20
  - (a) Organisational buying process
  - (b) Relationship marketing
  - (c) Branding
  - (d) Poter's five forces model
  - (e) Product life cycle.



## 8. Case study :

Krishi Udyog Limited is in the business of products made from Jute. They basically deal in producing bags, purses and other fashion accessories with Jute as base material. Their business is spread in many parts of India. Recently, it has been observed that there is decline in the product demand in the Indian markets. The company has been receiving various inquiries about products made from jute from certain foreign markets. The company feels that the inquiries need to be converted into sales urgently. The company has hired a manager to over see its entry into various global markets.

## Questions :-

- As a manager, suggest various options available to the company to enter in global markets.
- List out certain guidelines so as to get success in global markets.

For old and IDOL candidates

(मराठी रूपांतर)

(३ तास)

एकूण गुण : १००

- सूचना : (१) प्रश्न क्रमांक १ अनिवार्य आहे.  
 (२) प्रश्न क्रमांक २ ते प्रश्न क्रमांक ८ मधून कोणतेही चार प्रश्न सोडवा.  
 (३) उजवीकडील अंक पूर्ण गुण दर्शवितात.  
 (४) प्रत्येक प्रश्नांचे उत्तर नवीन पानावर सुरु करावे.  
 (५) मूळ इंग्रजी प्रश्न प्रमाण मानावेत.

## १. खालील संज्ञांचे स्पष्टीकरण प्रत्येकी सुमारे आठ ओळीत करा. (कोणतेही पाच)

- विपणन व्यवस्थापन
- जागतिकीकरण
- इ-विपणन
- पुढे ढकलणे (पुढे सारणे)
- ध्येय (जीवीत कार्य)
- सेवा
- बाजारपेठ संरक्षक (Market Nicher)
- बुध्दीला चालना देणे.

## २. (अ) विपणन प्रबंधकांची कार्ये कोणती?

- स्थूल पर्यावरण म्हणजे काय? उदारीकरणानंतर भारतीय विपणन पर्यावरणात झालेल्या बदलांची चर्चा करा.