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[5468]-101

M.M.M. (I Semester) EXAMINATION, 2018

(101) : BASICS OF MARKETING

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

N.B. :— (i) *All questions are compulsory.*

(ii) *Each question has an internal option within the questions.*

(iii) *Each question carries 10 marks.*

1. Define the term 'Marketing'. What are the core concepts of Marketing ? [10]

Or

Explain the concepts of product, production, selling, marketing and societal marketing. [10]

2. Explain the elements of Marketing Mix. How does marketing mix help in marketing planning process ? [10]

Or

What is the importance of external marketing environment to make any business successful ? [10]

P.T.O.

3. What is segmentation ? What are the bases of segmenting various markets ? [10]

Or

Explain the factors influencing consumer buying behaviour. [10]

4. Explain the concept of Product Life Cycle and its application in modern business scenario. [10]

Or

What are the different stages in New Product Development ? [10]

5. What is meant by 'Promotion Mix' ? Explain the nature and importance of personal selling. [10]

Or

What factors should you consider while selecting an appropriate distribution channel ? [10]

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[5468]-102

M.M.M. (I Semester) EXAMINATION, 2018
102 : ACCOUNTING FOR BUSINESS DECISIONS
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—** (i) All questions are compulsory.
(ii) Each question has an internal option.
(iii) Each question carries **10** marks.
(iv) Figures to the right indicate marks for that question/sub-question.
(v) Your answers should be specific and to the point.
(vi) Support your answers with suitable live examples.
(vii) Draw neat diagrams and illustrations supportive to your answer.
(viii) Use of calculators is permitted.

1. (a) Explain basic accounting concepts and conventions in financial accounting. [10]

Or

- (b) Explain the term Financial Accounting. State its functions and different users of Financial Accounting information. [10]

2. (a) Explain the concept of Management Accounting, Cost Accounting and Financial Accounting. Describe functions of Management Accounting. [10]

P.T.O.

Or

- (b) Write difference between Management Accounting and Financial Accounting. [10]

3. (a) ABN Ltd. provides the following information : [10]

Budgeted production of 1,50,000 units.

Variable Cost Rs. 14 p/u

FC Rs. 2 p/u

The company fixes its SP to faith of profit of 15% on cost.

You have to calculate—

- (1) P/V Ratio
- (2) BEP (Rs. & Units)
- (3) If SP is reduced by 5%, how it will affect P/V Ratio & BEP (Rs. & Units).
- (4) If profit increase of 10% more than budget is desired, what should be the sale at reduced price ?

Or

- (b) A company shows the following result for two periods : [10]

Period	Sales	Profit
I	Rs. 20,000	Rs. 1,000
II	Rs. 10,000	Rs. 400

Calculate— P/V Ratio, Fixed Cost, BEP and Profit when sales are Rs. 30,000.

4. Draw up flexible budget for the overheads expenses on the basis of the following data for 80% plant capacity and determine the overheads rate at 70% and 80% plant capacity.

Variable Overheads – Indirect Labour Rs.12,000 and Store including spare Rs.4,000.

Semi-variable Overheads – Power (30% Fixed) Rs. 20,000 and Repairs (40% Variable) Rs. 2,000.

Fixed overheads – Depreciation Rs.11,000, Insurance Rs. 3,000 and Salaries Rs.10,000.

Total Overheads Rs. 62,000.

Estimated Direct Labour Hours – 1,24,000 hrs. [10]

Or

- (b) A newly started Laxo Company wishes to prepare cash budget from April. Prepare a cash budget for the January to March from the following estimated revenue and expenses : [10]

Month	Total Sales (Rs.)	Purchase (Rs.)	Wages (Rs.)	Production Overheads (Rs.)	Selling & Distribution Overheads (Rs.)
January	20,000	20,000	4,000	3,200	800
February	22,000	14,000	4,400	3,300	900
March	28,000	14,000	4,600	3,400	900
April	36,000	22,000	4,600	3,500	1,000
May	30,000	20,000	4,000	3,200	900
June	40,000	25,000	5,000	3,600	1,200

Cash balance on 1st January was Rs. 10,000. A new machinery is to be installed at Rs. 20,000 on credit, to be repaid by two equal installments in March and April. Sales commission @ 5% on total sales is to be paid within a month following actual sales. Rs.10,000 being the amount of 2nd call may be received in March. Share premium amounting to Rs. 2,000 is also obtainable with the 2nd call.

Period of credit allowed by suppliers – 2 months

Period of credit allowed by customers – 1 month

Delay in payment of wages $\frac{1}{2}$ month & overheads 1 month.

Assume cash sales to 50% of total sales.

5. A. From the following particulars, calculate material : [10]
(a) usage variance
(b) price variance
(c) cost variance

Standard : Material for 70 kg of finished goods – 100 kg

Price of material Rs.1 per kg

Actual : Output 2,10,000 kg; material used 2,80,000 kg

Cost of material Rs. 2,52,000.

Or

- B. Sales manager of a company engaged in the manufacturing and sale of three products P, Q and R gives you are the following information for the month of October 2014. [10]

Budgeted Sales

Product	Unit sold	Selling Price p/u (Rs.)	Standard margin p/u (Rs.)
P	2000	12	6
Q	2000	8	4
R	2000	2	1

Actual Sales :

P – 1500 units for Rs. 15,000.

Q – 2500 units for Rs. 17,500.

R – 3500 units for Rs. 21,000.

You are required to calculate – Sales Price Variance, Sales Volume Variance and Sales Quantity Variance.

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[5468]-103

M.M.M. (First Semester) EXAMINATION, 2018

103 : ECONOMICS ANALYSIS FOR BUSINESS DECISION

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *All* questions.

(ii) *All* questions carry equal marks.

1. Explain the role and objectives of the firm for supporting business decision.

Or

What is micro economics ? How are its elements involved for firm development and decision-making ?

2. Explain Income elasticity of demand and its practical significance and application in demand analysis.

Or

What is demand estimation ? Explain *two* methods of demand estimation.

3. What is factors of production ? Explain return to scale with appropriate graphical diagram.

Or

What is Break-even analysis ? Explain with linear curve diagram. Explain its importance for economics decision.

P.T.O.

4. Explain pricing strategies. Describe types of pricing practices for business decision.

Or

Explain monopoly, oligopoly, perfect competition and cartel with example.

5. What is external environment of the firm ? Explain 'Aggregate demand' and how its connection with macro-economics.

Or

Illustrate with example :

- (a) Economic cycle
- (b) Inflation
- (c) Exchange rate.

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[5468]-104

M.M.M. (I Semester) EXAMINATION, 2018

104 : BUSINESS RESEARCH METHODS

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) *All questions are compulsory.*

(ii) *All questions carry equal marks (10).*

1. Discuss the importance and types of Research.

Or

Illustrate the Descriptive and Explorative Research Design.

2. Explain the formulation of objectives and hypothesis of a Research Problem.

Or

Describe the steps involved in Research Process.

3. What are the concept of sample and population ? Define sampling frame.

Or

Explain the various Probabilistic and Non-probabilistic sampling methods.

P.T.O.

4. Write short notes on (any *two*) :

- (i) Primary Data
- (ii) Secondary Data
- (iii) Interview methods

Or

Explain the importance and relevance of Secondary Data.

5. Discuss the processing of Data—includes 4 steps.

Or

Illustrate graphical and diagrammatic presentation of data.

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[5468]-105

M.M.M. (Semester I) EXAMINATION, 2018

105 : ORGANIZATIONAL BEHAVIOUR

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—**
- (i) All questions are compulsory.
 - (ii) Each question has an internal option.
 - (iii) Each question carries **10** marks.
 - (iv) Figures to the right indicate marks for that question/
sub-question.
 - (v) Your answers should be specific and to the point.
 - (vi) Support your answers with suitable live examples.
 - (vii) Draw neat diagrams and illustrations supportive to your
answer.
 - (viii) Use of calculators is permitted (as applicable).

1. (A) Discuss scope and fundamental concepts of OB. [10]

Or

(B) Discuss all the OB models : [10]

- (a) Autocratic;
- (b) Custodial;
- (c) Collegial.

P.T.O.

2. (A) Define and describe personality. Discuss in detail the attributes of personality. [10]

Or

- (B) Write short notes on : [10]
(a) Transactional Analysis
(b) Johari Window.

3. (A) Discuss Herzberg's two factor theory of motivation. [10]

Or

- (B) "Morale of the employees have direct relationship with the productivity." Discuss. [10]

4. (A) Distinguish between 'group' and 'team'. Discuss five-stage model of group development. [10]

Or

- (B) Identify and discuss *five* styles of conflict management. [10]

5. (A) "Stress to an extent works as motivator." Discuss the statement in the backdrop of work-life-balance. [10]

Or

- (B) Describe importance of change. Discuss in detail the social, economic and technological causes of change. [10]

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[5468]-106

M.M.M. (I Sem.) EXAMINATION, 2018

106 : BUSINESS COMMUNICATION

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—** (i) There are *five* questions each of *five* marks.
(ii) All questions are compulsory with internal choice.

1. Define Communication. Explain the barriers to effective communication and how would you overcome them ? [10]

Or

Explain the process of communication in detail. Discuss the importance of communication in the context of business organization.

2. Suggest the ways to reduce the paper in business organization. Give examples to support your answer. [10]

Or

Describe the role of electronics media in communication with suitable examples.

3. What is Minutes ? State its contents. Explain the statutory provisions regarding Minutes. [10]

Or

Explain the structure of business letter. Give details of any *five* parts of a letter with examples wherever necessary.

P.T.O.

4. (a) Assuming that you are required to conduct an interview of Mr. M.S. Dhoni after his retirement from International cricket, design Questionnaire. [10]
- (b) List and explain the parameters that would help in assessing the group discussion for recruitment of an NGO firm.

Or

You are appointed as a Public Relation Officer for your organization. You are required to make a presentation to a community group about the CSR initiatives taken by your organization. List down the indicators that you would follow in gaining and maintaining the audience attention.

5. List and explain the steps involved in solving a case study. [10]

Or

Why is 'Case Study' considered as an effective tool of Learning ? Explain with suitable examples.

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[5468]-107

M.M.M. (First Semester) EXAMINATION, 2018

MANAGEMENT FUNDAMENTALS

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

1. Define Management. Give the nature, process and significance of Management. [10]

Or

What is Strategic Management ? Discuss its process and purpose.

2. Write a detailed note on Corporate Governance. [10]

Or

Discuss Management Innovation in detail.

3. Mention any *two* classical theories of management in detail. [10]

Or

Describe the following concepts :

(a) Systems management theory

(b) Contingency school of management.

P.T.O.

4. Planning is one of the important functions of management. Discuss. [10]

Or

Directing and controlling are the functions of a supervisor. Comment.

5. Give the meaning, nature and components of decision-making. [10]

Or

What are the various constraints involved in decision-making ?

Total No. of Questions—5]

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[5468]-201

M.M.M. (Second Semester) EXAMINATION, 2018

201 : PRODUCT MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—** (i) All questions are compulsory.
(ii) Each question has an internal option.
(iii) Each question carries **10** marks.
(iv) Figures to the right indicate marks for that question/sub-question.
(v) Your answers should be specific and to the point.
(vi) Support your answers with suitable live examples.
(vii) Neat diagram must be drawn wherever necessary.

- 1.** What are the growth strategies adopted for product management by different organizations ? [10]

Or

What are the market focused and functionally focused organizations ? [10]

- 2.** What is core positioning strategy ? Discuss with suitable example. [10]

P.T.O.

Or

What is product line ? Explain with line example. [10]

- 3.** Describe the factors influencing failure of new products. [10]

Or

What is test marketing ? What are the pros and cons of test marketing ? [10]

- 4.** Discuss market evolution at introduction and decline stage. [10]

Or

Discuss market evolution at growth and decline stage. [10]

- 5.** Explain product maturity and introduction stage in international product life cycle. [10]

Or

Discuss product extension strategy in international market. [10]

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[5468]-202

MMM (II Sem.) EXAMINATION, 2018

202 : SALES MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

1. Define Sales Management. What are different functions of Sales Management ?

Or

Define sales forecasting. Explain various factors responsible for sales forecasting. Also explain various marketing decisions that can be derived from sales forecasting.

2. What are different product policies and distribution policies related to sales ?

Or

What are objectives and strategies of personal selling ?

3. Sales department plays a major role in getting sales and profit to the organisation only if it coordinates with all departments effectively. Explain.

Or

What are different types of sales organisation structures ?

P.T.O.

4. Explain the concept of sales contest with suitable example. Why do you require sales contest ?

Or

Why do you require recording and comparing actual performance with suitable standards of sales personnel ? Explain with suitable example.

5. Your company had introduced a sales quota system in the previous year; based on sales territory potential. When you were reviewing the performance of salesperson, you noticed that some salesperson could easily achieve their sales quota as sales potential of their territory were underestimated and some other people exactly reverse had happened. What suggestion would you make to your senior sales manager to make sales quota realistic for the sales people for the present year ?

Or

Define sales audit. Explain mark cost analysis.

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[5468]-203

M.M.M. (II Semester) EXAMINATION, 2018

203 : MARKETING RESEARCH

(2013 PATTERN)

Time : Two Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) There are internal options within the question only.

(iii) Each full question carries **10** marks.

1. Define Market Research. State its nature, scope and limitations. [10]

Or

Marketing Research is an integral part of marketing organization. Discuss. [10]

2. (a) Write a note on Retail Store Audit. [7]

(b) How internet can be used in retail store audit process ? [3]

Or

(a) Why is advertising research necessary ? [5]

(b) Identify major areas where advertising research can be helpful. [5]

P.T.O.

3. Elaborate different scaling techniques used to collect data for marketing research. [10]

Or

Design a questionnaire to find out the demand for 'Anti-hair fall Ayurvedic Tablets' for the prospects in the age group of 20 to 50. [10]

4. What is regression ? Under which circumstances it is used in social science research ? [10]

Or

What is chi-square test ? What are its uses ? [10]

5. Write a note on various steps in formulating an ideal market research project. [10]

Or

What suggestions would you like to make to the : [10]

- (a) Top Management, and
- (b) Marketing Researchers to ensure a better understanding between them ?

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[5468]-204

MMM (II Semester) EXAMINATION, 2018

204 : INTEGRATED MARKETING COMMUNICATIONS-I

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question carries **10** marks.

1. Compare and contrast the terms promotion and marketing communications, and discuss in detail components of integrated marketing communications.

Or

Elaborate on AIDA and ELM model with appropriate example.

2. Assume that you are the marketing communications manager for a brand of mobile handset. Discuss what advertising tools you use for promotion of this brand.

Or

Find an example of a brand of your choice and discuss its advertising budget and design of advertisement.

P.T.O.

3. Critically examine Integrated Marketing Communication promotional tools with suitable examples.

Or

‘Public relation plays vital role in corporate reputation, image building and crisis management.’ Comment.

4. Write in detail contemporary tools of integrated marketing communication recently used in advertising.

Or

What do you understand by Ambush Marketing and Surrogate Advertising ? Discuss with relevant examples.

5. Distinguish between message evaluation and behaviour evaluation with appropriate examples.

Or

Do you think there is need of evaluation and control of Integrated marketing communication ? Justify your answer with its significance.

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[5468]-205

M.M.M. (Second Semester) EXAMINATION, 2018

205 : SERVICES MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) All questions carry equal marks.

1. (A) Describe the nature and characteristics of services marketing and explain its classification.

Or

- (B) How service marketing is different from product marketing ? Justify your answer with suitable example.

2. (A) What are the YP's of services marketing mix ? Explain it in detail.

Or

- (B) What are the major factors involved in pricing a service product ? Illustrate it with suitable example.

3. (A) State nature and importance of physical evidence in service marketing.

P.T.O.

Or

- (B) Elaborate role of service employees in a service business along with service profit chain.

4. (A) Explain the difference in between customer monitoring and customer handling.

Or

- (B) What is customer's satisfaction ? How is it measuring ? Explain it through suitable examples.

5. (A) Explain "SERUQUAL" and explain the five gaps identified in GAP model of service quality development by Parasuraman, Zeithaml and Bitner (PZB).

Or

- (B) What is service quality models ? Also highlight the importance of quality in services.

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[5468]-206

M.M.M. (II Sem.) EXAMINATION, 2018

206 : RETAIL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question has internal option.

(iii) Each question carries **10** marks.

(iv) Neat diagrams must be drawn wherever necessary.

(v) Your answer should be specific and to the point.

(vi) Support your answers with suitable live examples.

- 1.** (a) What do you mean by Franchising ? Explain the types of retail formats with suitable examples.

Or

- (b) Define Retailing. Explain the concept of retail life cycle in detail. Quote suitable examples at each stage of life cycle.

- 2.** (a) Explain the concept of Retail Location. What are the various factors affecting retail location decisions ?

Or

- (b) Define the concept of Store Layout. Explain types of store layout with examples.

P.T.O.

3. (a) What do you mean by Retail Price ? Explain the concept and elements of retail pricing with examples.

Or

- (b) Explain the concept of merchandising. Discuss the factors that influence merchandising functions.

4. (a) Define retail communication mix. Explain components of Retail Communication Mix.

Or

- (b) “Visual Merchandising is a retail communication tool.” Comment on the statement. Justify your answer with example.

5. (a) What do you mean by store management ? “In today’s scenario Information Technology plays a vital role in store management.” Comment with example.

Or

- (b) Write short notes on :
- (i) Retail Logistics
 - (ii) Integrated retail supply chain management.

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[5468]-207

M.M.M. (Second Semester) EXAMINATION, 2018
207 : CONSUMER BEHAVIOUR
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :—Figures to the right indicate full marks.

1. (a) Define consumer behaviour. State its importance of studying consumer behaviour in today world. [10]
Or
(b) Pick two stages in household life cycle (HLC). Describe how your marketing strategy for the following products would differ depending on which group was your primary target market : [10]
(i) Bicycle
(ii) DVD player.
2. (a) What is an attitude ? Discuss the strategies for changing attitude and intention. [10]
Or
(b) How would Maslow's motive hierarchy be used to develop marketing strategy for : [10]
(i) Laptop
(ii) Cosmetics.
3. (a) Make comparison between the pre-purchase and post-purchase behaviour of a customer. Give suitable example. [10]
Or
(b) How should retailers deal with consumers immediately after purchase to reduce post-purchase dissonance ? Suggest specific action as regards to recent purchase of : [10]
(i) Water purifier
(ii) Personal computer.

P.T.O.

4. (a) What are the different consumer behaviour models ? Explain any *one* with an example. [10]
- Or*
- (b) Using EBM model, explain the consumer decision process for purchase of an house. [10]
5. (a) How will you profile Maharashtra Market for launching Mobile Handset with respect to demographic and socio-economical profile ? [10]
- Or*
- (b) Explain how companies cater to the needs of BOP consumers for the following products : [10]
- (i) TV
 - (ii) Cars.

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[5468]-301

MMM (III Sem.) EXAMINATION, 2018

301 : CUSTOMER RELATIONSHIP MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions carry equal marks.

(ii) Question number 5 is compulsory.

1. What do you mean by CRM ? Discuss the evaluation of CRM. [10]

Or

(a) Differentiate between CRM and relationship marketing. [5]

(b) Transaction marketing and relationship marketing. [5]

2. What do you mean by Customer Loyalty ? Explain Loyalty Management. [10]

Or

Define Customer relationship. Explain its characteristics.

3. Discuss in detail developing and implementing CRM strategy. [10]

Or

Comment on Planning for CRM and CRM implementation.

P.T.O.

4. What do you mean by Customer Metrics ? Explain its types. [10]

Or

Write a detailed note on Customer lifetime value.

5. Write short notes on (any *two*) : [10]

- (a) Database marketing
- (b) Data warehousing
- (c) e-CRM.

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[5468]-302

M.M.M. (III Semester) EXAMINATION, 2018
302 : STRATEGIC MARKETING MANAGEMENT
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— All questions carry equal marks.

1. What do you understand by strategic decision-making ? Explain approaches to strategic decision-making.

Or

Explain the concept strategy. Explain strategic management process.

2. What do you mean by organisational appraisal ? Explain with SWOT analysis.

Or

Differentiate between corporate strategy and marketing strategy. Explain how marketing strategy can give competitive advantage.

3. What do you mean by marketing strategy formulation ? Explain Porter's five force model.

Or

What do you mean by portfolio analysis ? Explain BCG matrix.

P.T.O.

4. Explain how technology has changed the trends in marketing using example of online marketing.

Or

Explain the concept of market segmentation using suitable example.

5. Explain how integration and diversification strategies can be used as strategic marketing option for organisational growth.

Or

You are a manager of two-wheeler auto mobile company in India. What entry strategy you can adopt for the expansion of business in global market ?

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[5468]-303

M.M.M. (Third Semester) EXAMINATION, 2018

303 : STRATEGIC BRAND MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.
(ii) Each question carries equal marks.

1. Describe the following concepts. Illustrate your answer with suitable examples :

- (a) Online brands
- (b) Super brands.

Or

Explain the importance of Branding. Is it possible to brand everything ?

2. Explain the positioning guidelines along with point of parity and point of difference in Brand Positioning.

Or

“Brand Knowledge and Brand Awareness play important role in establishing Brand Positioning.” Comment with suitable illustrations.

3. Explain the role of various brand elements like name, logo, colour, jingles, etc. in planning and implementing the brand marketing programme.

P.T.O.

Or

Describe with examples how the celebrity endorsement helps in branding.

4. Explain the quantitative techniques for measuring and interpreting Brand performance.

Or

Discuss the Brand equity measurement system and Brand valuation.

5. Design a brand strategy for (any *one*) :

- (i) Sports watches
- (ii) 4K TV.

Or

Write short notes on :

- (i) Brand Crisis Management
- (ii) Brand Extension.

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[5468]-304

MMM (III Sem.) EXAMINATION, 2018

304 : GLOBAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) *All* questions carry equal marks.

(ii) Question No. **5** is compulsory.

1. Describe in brief scope and opportunities of Global Marketing environment. [10]

Or

Global marketing activities take place within the political environment. Discuss the issues that an international firm needs to understand on the political environment of the host country.

2. Comment on “Domestic Vs. Global Marketing. [10]

Or

Discuss in detail environment risk analysis and country risk analysis.

3. International marketers are faced by many challenges in a foreign country. Discuss at least *four* foreign market entry strategies used by an international firm. [10]

Or

Discuss *five* key pricing strategies of international marketing firm.

P.T.O.

4. What are some of the ways PR practices vary in different parts of the world. [10]

Or

Briefly describe the scope and process of International Marketing Research.

5. Write short notes on (any *two*) : [10]
- (1) Global Pricing Strategy
 - (2) Global Promotional Mix
 - (3) Global Marketing Strategies.

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[5468]-305

M.M.M. (Semester III) EXAMINATION, 2018

305 : MARKETING OF FINANCIAL SERVICES

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—**
- (i) All questions are compulsory.
 - (ii) Each question has an internal option.
 - (iii) Each question carries **10** marks.
 - (iv) Figures to the right indicate marks for that question/
sub-question.
 - (v) Your answers should be specific and to the point.
 - (vi) Support your answers with suitable live examples.
 - (vii) Draw neat diagrams and illustrations supportive to your
answer.

- 1. (A)** Explain the importance of fee-based services and describe various types of fee-based services. [10]

Or

- (B)** Make a list of asset management products. Explain any *two* in detail. [10]

- 2. (A)** What is meaning of Investment ? Differentiate between investment, gambling and speculation. [10]

P.T.O.

Or

- (B) Explain the investor life-cycle in detail. What is return ? Explain expected rate of return. [10]

3. (A) Elaborate in detail : [10]
(1) Global system financial services regulation
(2) Insurance ombudsmen.

Or

- (B) What is complaints and grievances redressal mechanism ? Explain any *two* in detail. [10]

4. (A) What is 'Internet Banking' ? Explain the benefits of Internet Banking. [10]

Or

- (B) What are the Mutual Fund distribution channels ? Write down difference between Independent Vs. Tied Channels. [10]

5. (A) Enlist and explain personal selling approaches. Write down the difference between Transactional selling Vs. Relationship selling. [10]

Or

- (B) Explain global trends in financial services. [10]

Total No. of Questions—5]

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[5468]-306

M.M.M. (III Semester) EXAMINATION, 2018
306 : INTEGRATED MARKETING COMMUNICATION-II
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

- N.B. :—**
- (i) All questions are compulsory.
 - (ii) Each question has an internal option.
 - (iii) Each question carries 10 marks.
 - (iv) Figures to the right indicate marks for that question/ sub-question.
 - (v) Your answers should be specific and to the point.
 - (vi) Support your answers with suitable live examples.
 - (vii) Draw neat diagrams and illustrations supportive to your answer.

1. (A) What is the importance of allocation of sales promotion budget ? How is sales promotion evaluated ? Explain with example. [10]

Or

- (B) Discuss various Sales Promotion Schemes for : [10]
- (a) Business Magazine
 - (b) New Flavor of Icecream.

2. (A) Differentiate between Direct marketing and Internet marketing. Give *two* examples of each. [10]

Or

- (B) Give unique characteristics of the following addressable media : [10]
- (a) Direct Mail
 - (b) SMS.

P.T.O.

3. (A) “E-commerce is increasingly used by marketers to market the products to Indian consumers.” Discuss. [10]

Or

- (B) “Young consumers can be reached easily through Facebook and online videos.” Give your views with suitable examples.
4. (A) “Discuss role and importance of PR in Modern Business. State various functions of PR Company. [10]

Or

- (B) Which are different tools of Public Relations ? Discuss the need of special events in detail. [10]
5. (A) What is event marketing ? Discuss 5Cs of events. [10]

Or

- (B) Suggest unconventional promotional activity for a new brand of Smart Phone for All India Marketing proposed to be launched in the next two months. [10]

Total No. of Questions—5]

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[5468]-307

M.M.M. (Third Semester) EXAMINATION, 2018

307 : BUSINESS ENVIRONMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Answer *five* questions.

(ii) *All* questions carry equal marks.

1. Explain the impact of economic and non-economic environment on business decision making.

Or

What is the concept of Business Environment ? Discuss the nature of the modern business.

2. Discuss the involvement of corporate in agriculture and agrobusiness.

Or

Define agrobusiness. Explain the involvement of private sector in cost liberalised economy.

3. Discuss the present 'Fiscal' and 'Monetary' policy of India.

Or

Explain 'economic planning budget' and 'EXIM' policy.

P.T.O.

4. Define 'emerging market'. Discuss the impact of global recession on emerging market.

Or

Explain the impact of WTO in agrobusiness.

5. Write short notes on (any *two*) :

- (i) Foreign Investment
- (ii) Cross border merger and acquisition
- (iii) World Bank.

Or

Explain the role and responsibility of IMF and its impact on economics.

Total No. of Questions—5]

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[5468]-401

M.M.M. (Fourth Semester) EXAMINATION, 2018

401 : SUPPLY CHAIN MANAGEMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.
(ii) All questions carry **10** marks each.

1. 'Supply chain is the process of starting from the procurement of raw material to the ultimate consumption of the finished product linking across suppliers.' Discuss.

Or

'Transportation is one of the visible elements of supply chain management.' Elaborate the statement.

2. 'Inventory is the physical stock of items that a business of production organisation keeps in hand for efficient running of production.' Elaborate on inventory management.

Or

Discuss the role of warehousing in supply chain management.

3. What are the considerations in planning supply chain of :
- (i) Agarbatti
- (ii) Perfumes.

P.T.O.

Or

The design of supply chain influences costs, customer satisfaction and flexibility. Comment.

4. 'Cross docking shifts focus from supply chain to demand chain.' Elaborate.

Or

'Cross docking helps retailer, streamline the supply chain from point of origin to point of sale.' Elaborate.

5. 'US companies have outsourced their work to many Indian IT companies.' Discuss the role of outsourcing in supply chain management.

Or

'Information technology is playing a crucial role in success of an organisation.' Discuss the impact of 'Information Technology' in supply chain management.

Total No. of Questions—5]

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[5468]-402

MMM (IV Sem.) EXAMINATION, 2018

402 : SOCIAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions carry equal marks.

(ii) Attempt *all* questions.

1. (A) Explain the social marketing mix covering the following points :

- (i) Place
- (ii) People
- (iii) Partnerships
- (iv) Policy
- (v) Green product.

Or

(B) Differentiate between commercial marketing and social marketing. Also explain the terms corporate philanthropy and green marketing with examples.

2. (A) How do goals and objectives help in creating social marketing plan and in turn designing the strategy development plan for social marketing.

P.T.O.

Or

- (B) Differentiate between qualitative and quantitative research along with examples.

3. (A) “Pretesting principles help in development of message”. Explain in detail.

Or

- (B) Explain the theories of behavioural change, message concepts in the development of effective message.

4. (A) What are the different publicity medias ? How do they help in generating publicity and developing the implementation plan ?

Or

- (B) Write short notes on :

- (i) Precede proceed model
- (ii) PR plan
- (iii) WOM marketing.

5. (A) How do the qualitative methods and tracking mechanisms help in monitoring and evaluation ? Explain with an example.

Or

- (B) How do pretest-post test and relative feedback help in evaluation system in social marketing ? Explain with an example.

Total No. of Questions—5]

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[5468]-403

M.M.M. (IV Semester) EXAMINATION, 2018

403 : RURAL AND AGRICULTURAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) *All questions are compulsory.*

(ii) *All questions carry equal marks (10).*

1. Define Rural Markets. Explain the Rural Marketing Environment.

Or

Discuss The Rural structure—based on ‘Roads’ and ‘Telecommunication’.

2. What is the concept of ‘Pricing’ ? Explain the Rural specific pricing strategies.

Or

Discuss Rural ‘channel members’. Explain problems in Rural distribution.

3. What is the concept of ‘Banking Channels’ ? Explain ‘BC’ model.

Or

Emergence of modern, retail formats in ‘Rural Markets’ as ‘Tata Kisan Sansar’ and ‘Aadhar’.

P.T.O.

4. Write the difference between marketing of agricultural and manufactured goods.

Or

Explain the 'defects' or constraints in agricultural marketing.

5. Write short notes on (any *two*) :

- (i) Cooperative Institute in Agricultural sector
- (ii) Cooperative Marketing
- (iii) Recent trend in Rural Marketing.

Or

Emergence of organised retail formats in Rural markets as 'Drishtee' and 'Microfinance' implementation.

Total No. of Questions—5]

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[5468]-404

M.M.M. (IV Semester) EXAMINATION, 2018

404 : ENTREPRENEURSHIP DEVELOPMENT

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) Attempt *all* questions.

(ii) *All* questions carry equal marks.

1. Explain the difference between Entrepreneur and Professional Manager.
And also discuss entrepreneurial traits.

Or

“Development of women entrepreneurs is very important.” Discuss.

2. Discuss the phases of project formulation.

Or

Write short notes on (any *two*) :

(i) SISC

(ii) EDII

(iii) CED

3. Give the definition and scope of project appraisal and also explain the steps followed in project appraisal.

P.T.O.

Or

Give the meaning of Entrepreneurship Development Program. Also explain the importance and objectives of EDP training.

4. Discuss the need and importance of location for a small scale unit.

Or

Give the incentives and subsidies for small scale industry.

5. Give the success story of Steve Jobs-Apple. Also discuss his contribution to entrepreneurship.

Or

Give the success story of Bill Gate-Microsoft. Also discuss his contribution to entrepreneurship.

Total No. of Questions—5]

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[5468]-405

MMM (IV Sem.) EXAMINATION, 2018
405 : SECTORAL MARKETING PRACTICES
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question carries equal marks.

1. (a) What is tourism marketing ? Explain the scope of tourism marketing in India. [10]

Or

- (b) What are the characteristics of tourism industry ? Discuss Indian and Global tourism environment. [10]

2. (a) What is meant by marketing environment ? Explain in brief effect of marketing environment on tourism marketing. [10]

Or

- (b) Explain in detail Segmentation, Targeting and Positioning (STP) for tourism industry. Discuss the tourism pricing policies. [10]

3. (a) Discuss with examples whether prescribing behaviour of a physician is rational or emotional ? Explain the various basis of pricing for pharmaceutical products. [10]

P.T.O.

Or

- (b) Explain in detail Market life-cycle in pharmaceutical industry. What major competitive advantages a company can have in order to succeed in market place ? [10]

4. (a) What is meant by political marketing ? Discuss in detail Indian and Global Political environment. [10]

Or

- (b) Explain the MKIs for political marketing ? Also explain challenges and opportunities for political marketing. [10]

5. (a) Enlist the members pharmaceutical distribution channel and enumerate functions of a Pharmaceutical wholesaler. [10]

Or

- (b) What is Product Life Cycle (PLC) ? What marketing strategies are required at each stage of product life-cycle ? [10]

Total No. of Questions—5]

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[5468]-406

M.M.M. (IV Sem.) EXAMINATION, 2018

406 : INDUSTRIAL MARKETING

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

1. (a) Discuss the nature of Industrial Marketing. How is it different from consumer marketing ? Which of these is more challenging and why ?

Or

- (b) What is the Industrial Market ? Explain the nested approach of segmentation of Industrial Markets.

2. (a) Define Industrial Products. How will you classify industrial products ?

Or

- (b) Write short notes on :

(i) Standardized and no standardized parts

(ii) Industrial services.

P.T.O.

3. (a) Critically evaluate factors influencing industrial buying behaviour.

Or

- (b) Describe stages in typical Industrial Buying Process. Discuss role of participants.

4. (a) Write short notes on :

- (i) Annual maintenance contract
- (ii) After Sales Service.

Or

- (b) Which are the important skills required for Industrial Marketing Manager ?

5. (a) “What is Marketing Mix ? Design Marketing mix for industrial products :

- (i) Tyres
- (ii) Speedometer

Or

- (b) Is determination of optimum price levels a difficult task in industrial market ? Explain and illustrate, how are pricing decision taken in industrial market ?

Total No. of Questions—5]

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[5468]-407

M.M.M. (IV Sem.) EXAMINATION, 2018
407 : LEGAL ASPECTS OF MARKETING
(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) All questions are compulsory.

(ii) Each question has an internal option.

(iii) Each question carries **10** marks.

(iv) Figures to the right indicate marks for that question/sub-question.

(v) Your answers should be specific and to the point.

(vi) Support your answers with suitable live examples.

(vii) Draw neat diagrams and illustrations supportive to your answer.

(viii) Use of calculators is permitted.

1. (a) Define Contract. Explain the essential elements of valid contract with suitable example of each. [10]

Or

(b) What are the different kinds of agents ? Explain the duties and responsibilities of various agents. [10]

2. (a) What is meant by Intellectual Property Right ? What are the different legal provision related to copyright and Design Act 2000 ? [10]

Or

(b) What is meant by Trade Mark Act, 1999 ? Discuss procedure for registration of trade mark. [10]

P.T.O.

3. (a) Briefly explain the following terms as used in the Consumer Protection Act 1986 : [10]
- (i) Complainant
 - (ii) Consumer
 - (iii) Provisions regarding District Forum
- Or*
- (b) Briefly explain the Consumer Protection Act 1986 & the term 'Consumer Dispute' under Consumer Protection Act 1986. [10]
4. (a) What do you mean by Information Technology Act, 2000 ? Explain Digital Signature according to Information Technology Act, 2000. [10]
- Or*
- (b) What is the effect of digitalization ? Explain in detail Electronic Governance. [10]
5. (a) What do you mean by Negotiable Instruments Act 1881 ? Briefly explain the Promissory Note and Bill of Exchange. [10]
- Or*
- (b) What is meant by 'Value Added Tax' ? What are fundamental provisions and implications for marketing ? [10]

Total No. of Questions—5]

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[5468]-408

M.M.M. (IV Sem.) EXAMINATION, 2018

408 : EXIM PROCEDURES

(2013 PATTERN)

Time : 2½ Hours

Maximum Marks : 50

N.B. :— (i) There are *five* questions each of **10** marks

(ii) *All* questions are compulsory with internal choice

1. Explain Preliminary Formalities of export with reference to export procedure and documentation. [10]

Or

What are the benefits offered to the units in SEZ and EOU ? [10]

2. What is EPCG ? How does EPCG work in Import and Export trade ? [10]

Or

What is the role of various export promotion schemes for the growth of Indian economy ? [10]

3. Explain import management. Describe the purchase contract and terms of payments in import. [10]

Or

What is the procedure for the selection of the supplier of goods in imports ? [10]

P.T.O.

4. Describe the role of a customs house agent and freight forward agents. [10]

Or

Explain the types of customs duties and valuation rules in imports. [10]

5. Explain the procedure of custom clearance by imports by air along with the documents required. [10]

Or

Explain the complete documentation and procedures for import clearance at sea port. [10]