

RW-6413

642113

M.Phil. DEGREE EXAMINATION, DECEMBER 2010

Management

ADVANCED MARKETING MANAGEMENT

(CBCS–2009 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section - I

(6 × 3 = 18)

Answer **all** the questions.

1. What is the difference between a strategy and a policy in marketing management ?
2. Explain the various interpretations of the term New Product.
3. Name some products that might logically be sold under a uniform delivered price system.

4. What can department stores do to offset their competitive disadvantages ?

5. Which advertising medium is best for advertising the following products ?
 - (a) Microwave ovens and
 - (b) Personal Computers.

6. What is the product offering of :
 - (a) A Political candidate ; and
 - (b) A family-planning organisation ?

Section - II

(4 × 6 = 24)

Answer any **four** of the following questions.

7. Explain, with examples, the conditions required for effective market segmentation.

8. What are the advertising strategies to be used when a product in the growth stage ?
9. Distinguish between Leader pricing and Predatory price cutting.
10. The goals of a modern physical distribution system in a firm should be to operate at the lowest possible total costs—Justify.
11. How should a sales person respond when customers say that the price of a product is too high ?
12. Personal selling should be the main ingredient in the promotional mix for a marketer of services. Do you agree ? Explain.

Section - III

(3 × 11 = 33)

Answer **all** the questions.

13. (a) Carefully distinguish between Market potential and a Sales forecast, using examples of consumer and industrial products.

(Or)

- (b) List five brand names that you think are good ones and five that you consider poor. Explain the reasoning behind your choices.

14. (a) Highlight the concept of skim-the cream pricing and penetration pricing with suitable examples.

(Or)

- (b) You can eliminate middlemen but you cannot eliminate their functions. Discuss with suitable examples.
15. (a) Why is it worthwhile to pretest advertisements before they appear in media ? Suggest a procedure for pretesting a magazine ad.

(Or)

- (b) Many countries unfortunately have a low literacy rate. In what ways might a company adjust its marketing programme to overcome this problem.

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RW-6414

642114

M. Phil. DEGREE EXAMINATION, DECEMBER 2010

Management

STRATEGIC HUMAN RESOURCE MANAGEMENT

(CBCS—2009 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section I

(6 × 3 = 18)

Answer **all** the questions.

1. Briefly define strategic HRM.
2. What are the various sources of Recruitment ?
3. Mention the different kinds of Retention strategies.
4. Justify Mentoring as a learning tool.

5. Highlight the need and importance of HR Audit.
6. Make a brief note on OD.

Section II

(4 × 6 = 24)

Answer any **four** of the following questions.

7. Mark the difference between HRM and Strategic HRM.
8. Discuss the use and limitations of HR outsourcing.
9. Critically evaluate the 360 degree performance appraisal.
10. Explain any *four* methods of Executive Training and Development.

11. Explain the methods of measurement in HR

12. Identify and discuss the major forces influencing HRM in future.

Section III (3 × 11 = 33)

Answer **all** the questions.

13. (a) What roles do the external environment and competition have in formulating the strategies of HR Department ?

(Or)

- (b) How and why recruitment methods be evaluated ?

14. (a) If you were to audit an existing performance appraisal systems, what criteria would you use to judge its effectiveness ?

(Or)

(b) Bring out the salient features of the incentive schemes followed in Indian Industries.

15. (a) How effective is the bench marking and balanced score card for measuring HR strategy's contribution to the financial bottomline of a company ?

(Or)

(b) Bring out the challenges lying ahead of HRM and highlight the preparations to be made for facing the challenges.
