



[4388] – 102

Seat No.	
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P.G.D.M.M. (Semester – I) Examination, 2013
102 : SALES MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Note : 1) Attempt **any five** questions.
2) **All** questions carry **equal** marks.

1. 'Effective Management of sales force is the key to success of any organisation'. Analyse the statement.
2. Discuss the following types of sales organisation :
 - a) Product based sales organisation
 - b) Geographical sales organisation
3. 'Success of sales forecasting depends on judicious mix of quantitative and qualitative methods of forecasting'. Analyse the statement.
4. 'Personal selling has become a very effective technique to promote and achieve sales target but its success depends on sales force motivation.
5. You have been appointed as a consultant to recruit sales force for an Multinational Mobile Service Provider'. Suggest suitable recruitment plan.
6. Elaborate on 'ACMEE' as applicable to Sales Training Programme.
7. Write short notes on (**any two**) :
 - a) Selling of vacuum cleaner
 - b) Sales control
 - c) Use of Technology in sales
 - d) Career in Sales Management.



[4388] – 103

Seat No.	
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P.G.D.M.M. (Semester – I) Examination 2013
103 : LAWS RELATING TO MARKETING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer **any five** questions.
2) **All** questions carry **equal** marks.

1. Describe the essentials of a valid contract. When does an agreement become void ?
2. Briefly explain conditions and warranties implied by law in a contract for sale of goods.
3. Explain the procedure for registration of a Trade Mark. Explain effects of registration.
4. Define the following terms as used in the Consumer Protection Act, 1986 :
 - a) Complaint
 - b) Complainant
 - c) Consumer and
 - d) Consumer dispute.
5. Explain the concept of electronic signature and electronic signature certificate as per the Information Technology Act.
6. What is a cheque ? How does it differ from a Bill of Exchange ?
7. Write short notes on **any two** of the following :
 - a) Rights of an unpaid seller.
 - b) Legal provisions related to patents.
 - c) Value added tax.
 - d) Hacking with the computer system.



[4388] – 202

Seat No.	
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P.G.D.M.M. (Semester – II) Examination, 2013
202 : INTEGRATED MARKETING COMMUNICATIONS
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions: 1) Attempt **any five** questions.

2) **All** questions carry **equal** marks i.e. **14** each.

1. Explain concept of Integrated Marketing Communication. Explain different elements of IMC with suitable examples.
2. What are different types of Ad. Agencies ? Explain the roles and responsibilities of each department of an Ad. Agency.
3. You are the Promotion Manager of a new ice cream brand that would compete with existing ice cream brands. What promotion(s) would you need to offer to get your product in retail outlets ?
4. As an event manager how you will use supplies in IMC in launching advertisement campaign for Television reality show ?
5. Explain the term publicity with relationship between advertising and publicity.
6. What is Media Planning ? What is its significance ?
7. Write short notes on **any two** :
 - a) AIDA Model
 - b) Evaluating Marketing Communication Programme
 - c) Trade fairs and Exhibitions
 - d) Personal Selling.



[4388] – 203

Seat No.	
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P.G.D.M.M. (Semester – II) Examination, 2013
203 : SERVICES MARKETING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Note : 1) Attempt **any five** questions.
2) **All** questions carry **equal** marks.

1. Trace the reasons for growth of service sector in India and Global context.
2. 'Understanding of extended P's of marketing is vital in the success of service marketing strategy of a company'. Discuss.
3. How will you segment the following services ?
 - a) Tourism
 - b) Pest control.
4. Suggest marketing mix for following services :
 - a) Online real estate portal
 - b) Hospital.
5. It is essential for service industries to devise a mechanism to monitor and measure customer satisfaction.
6. Suggest suitable channels of distribution for the following services :
 - a) Bank
 - b) DTH Service (Direct To Home Service).
7. Write short notes on (**any 2**) :
 - a) Service blueprint
 - b) Service failure
 - c) Positioning of service
 - d) Service encounter.



[4388] – 101

Seat No.	
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P.G.D.M.M. (Semester – I) Examination, 2013
101 : BASICS OF MARKETING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Attempt **any five** questions.
2) **All** questions carry **equal** marks.

1. What is Marketing ? State various approaches to marketing.
2. Explain the concept of “Product Life Cycle”. Describe suitable Marketing strategies for various stages of PLC.
3. Discuss in detail “4 P’s of marketing mix”.
4. State the necessity of “Marketing Organisation”. Explain any two types of Marketing Organisations.
5. Why is Marketing planning essential ? Elaborate various steps involved in the same.
6. a) What is “Product Positioning” ?
b) How will you segment the market for “cut, clean and packed” vegetables marketing ?
7. Write short notes (**any 2**) :
 - a) Methods of pricing
 - b) Marketing controls
 - c) Target Marketing.



[4388] – 201

Seat No.	
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**P.G.D.M.M. (Semester – II) Examination, 2013
201 : RETAIL AND DISTRIBUTION MANAGEMENT
(2008 Pattern)**

Time : 3 Hours

Max. Marks : 70

Instructions : i) Answer **any five** questions.
ii) **All** questions carry **equal** marks.
iii) Give suitable and appropriate examples **wherever** necessary.

1. What is the need for “Marketing Channels” ? Elaborate importance and functions of marketing channels.
2. Discuss an impact of the foreign retailers, entry in Indian scenario.
3. “With an advent of internet and e-commerce, non-store retailing is on rise, in India”. Do you agree with the statement ? Justify your answer.
4. “Along with excellent exteriors and interiors of a retail outlet, excellent retail communication is a must to increase footfalls” Discuss this statement considering ‘Big Bazar’.
5. Explain concept of integrated marketing channels in detail giving appropriate examples.
6. Design and justify retail and distribution channels for
 - 1) Mobile Phones
 - 2) LED TV
 - 3) Low-price airlines.
7. Write notes on **any two** of the following :
 - a) Functions of wholesalers
 - b) Channel conflicts and their resolution
 - c) Use of electronic payment systems in retailing.