



[4088] – 102

P.G.D.M.M. (Semester – I) Examination, 2011
102 : SALES MANAGEMENT
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

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

1. Explain how Sales Management becomes an integral Part of Marketing Management and why it occupies an important role in success of an organisation ?
2. What is Sales forecasting and what are various methods of Sales forecasting ?
3. Why companies form a suitable organisation for sales of their Products ? How the Sales Organisation are different for Industrial Products and Consumer Products ?
4. “Companies give more importance for training of Sales Force”. Elaborate the statement.
5. “Compensating Sales Persons is different from employees of other departments in the organisation”. Explain the reasons as per statement and also write various methods of Compensation.
6. Write Sales Process and explain the various steps involved in the Process.
7. Write short notes on **any two** :
 - 1) Sales force evaluation and Control
 - 2) Sales Contests
 - 3) Selling of Financial Services
 - 4) Qualities of Salesman.



[4088] – 101

P.G.D.M.M. (Semester – I) Examination, 2011
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. a) Define Marketing. How it differs from selling ?
b) Explain Holistic Marketing Orientation.
2. Discuss various “Macro-Environmental” factors to be considered while analyzing marketing environment.
3. What is “Target Marketing” ? State various strategies used for targeting the market.
4. Explain in detail the process of “Marketing Planning”.
5. State the need for Marketing Organizations. Discuss Functional and Geographic Organizations with examples.
6. Why marketing controls are necessary ? Discuss process of setting marketing controls and also various types of controlling techniques.
7. Write short notes (**any 2**) :
 - a) Consumer satisfaction V/s Consumer Delight.
 - b) Niche Marketing.
 - c) Buyer decision making process.



[4088] – 103

P.G.D.M.M. (Semester – I) Examination, 2011
103 – LAWS RELATED TO MARKETING
(2008 Pattern)

Time : 3 Hours

Max. Marks : 70

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

1. Define Contract. What are conditions for a Free consent under The Indian Contract Act 1872.
2. Define Sale. Explain difference between Sale and Agreement to Sell.
3. Explain in detail Consumer Dispute and remedies to the consumer under The Consumer Protection Act, 1986.
4. Explain in detail concept of digital signature and e-commerce.
5. Explain in detail the provisions for promissory note and bill of exchange under The Negotiable Instruments Act, 1881.
6. Explain the procedure for the registration of a Trademark under Trade Marks Act.
7. Write short notes on **(any 2)** :
 - 1) Dishonor of a cheque
 - 2) Unpaid seller
 - 3) Breach of contract
 - 4) District Forum.



[4088] – 201

P.G.D.M.M. (Semester – II) Examination, 2011
201 : RETAIL AND DISTRIBUTION MANAGEMENT
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

Instructions : i) *Q.7 (case study) is compulsory.*
ii) *Attempt any four questions from remaining.*
iii) *All questions carry equal marks.*

1. Discuss and elaborate 'Intensive, Selective and Exclusive' distribution strategies, with appropriate examples.
2. Write a detailed note on 'Indian Vs Global Retailing Scenario'.
3. A famous name in organized retailing wants to open a very big outlet in your city. What are the factors they should look for taking the decision on location of new store ?
4. What is merchandising ? How it is important in retail and distribution management ?
5. "Right type of retail communication mix will increase foot-falls to retail outlet". Comment.
6. Write notes on **any two** of the following :
 - a) Channel conflicts and their resolution
 - b) Electronic payment systems
 - c) Popular brands Vs Private labels.
7. **Case study :**

Dr. Reddy's Laboratories Ltd., is a famous pharmaceutical company in India, with a large trained sales force. To become number one pharmaceutical company in India, they have decided to focus on their distribution channels. What are the criteria of channel performance they should look for ? What should be the distribution strategies they should design to have larger market share ? Advise.



[4088] – 202

P.G.D.M.M. (Semester – II) Examination, 2011
202 : INTEGRATED MARKETING COMMUNICATIONS
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

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

1. Explain the various methods of estimating the size of an advertising Budget.
2. Explain with the help of examples use of Information technology in formulating effective marketing communication.
3. Discuss the suitability of the following for advertising various products and services through television.
 - a) Annual central govt. Railway budget presentation.
 - b) International sport's event of your choice.
4. What is media mix ? Discuss merits and demerits of various media with relevant examples.
5. Draw the Ad-agency organization structure and explain the role of each department in an adcampaign of any brand of your choice.
6. Define and highlight the importance of Integrated Marketing Communication (IMC) in present day's business with example. Outline the IMC Planning Process.
7. Write short notes on **any two**.
 - a) AIDA
 - b) Power brands
 - c) Public Relations Management for a business firm.



[4088] – 203

P.G.D.M.M. (Semester – II) Examination, 2011
203 : SERVICES MARKETING
(2008 Pattern) (New)

Time : 3 Hours

Max. Marks : 70

Instructions : i) Question No. 7 is **compulsory**, carries **25** marks.
ii) Solve **any three** questions from Ques. No. – 1 to 4.
iii) Question No. – 1 to 4 carry **15** marks **each**.

1. “Many Economies in the world are transforming as service Economies”. Discuss the implications of this transformation. **15**
2. Explain 4 I’s of services with suitable examples. **15**
3. ‘Suggest suitable distribution channels for following services. **15**
 - a) D.T.H. (Direct To Home)
 - b) Insurance
4. Write short notes (**any two**) : **(7.5×2=15)**
 - a) GAP Model
 - b) Services Positioning
 - c) Differences between goods and services.
5. **Case study :** **25**

Private FM radio industry in India is currently at nascent stage. Currently the FM radio market has presence of six domestic players. Govt. of India has initiated the process of expansion in this sector by inviting more private players through auction. ABB is a leading private entertainment company of V.S. having vast portfolio of T.V. and radio channels. The company has approached you for customisation of its FM radio services for PUNE market. You being a marketing consultant.

- a) Suggest suitable S.T.P. for the company.
- b) What promotional strategies will you suggest company, to grab a major pie of market share ?



[4088] – 21

P.G.D.M.M. (Sem. II) Examination, 2011
201 : RETAIL & DISTRIBUTION MANAGEMENT
(2005 Pattern) (Old)

Time : 3 Hours

Max. Marks : 60

Instructions : i) Attempt **any four** questions.
ii) **All** questions carry **equal** marks.

1. “Having a very effective marketing channel is a must for the success in fast moving consumer goods market”. Comment.
2. Design and describe marketing channels for life insurance products.
3. Explain role and importance of different types of wholesalers.
4. What is meant by channel conflicts ? What are the techniques to resolve these channel conflicts ?
5. Discuss merits and demerits of different transportation modes. Which factors influence selection of mode of transport ?
6. Write notes on **any three** of the following :
 - a) Warehousing
 - b) Retailing mobile telecom services
 - c) Store layout
 - d) Retail marketing promotion methods.



[4088] – 22

P.G.D.M.M. (Semester – II) Examination, 2011
202 – MARKETING COMMUNICATION
(2005 Pattern) (Old)

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Attempt **any 4** questions.
2) **All** questions carry **equal** marks.

1. Define Advertising. Explain different medias of advertising with advantages and disadvantages of each.
2. What do you mean by sales promotion ? What are different types of sales promotion techniques ?
3. State and explain the benefits and drawbacks of advertising.
4. What is Public Relation ? What is need of PR in todays competitive environment ?
5. Define ad copy and explain different components of ad copy.
6. Which are the different types of adverting ? Explain with suitable examples.
7. Write short notes on (**any 3**) :
 - a) Reach and Frequency
 - b) Functions of Advertising
 - c) Internet advertising
 - d) Advertising Evaluation
 - e) Direct Marketing.