



**M.B.A. (III Semester) Examination, June 2018
(Regular/Repeater) (Under Distance Learning)
MARKETING RESEARCH**

Date : 14-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks: 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. What is marketing research ? Why it is important in marketing ?
 2. Distinguish between :
 - a) Restricted and unrestricted sampling.
 - b) Cluster and area sampling.
 3. What is meaning of measuring in research ? What difference does it make whether we measure in terms of nominal, ordinal, interval or ratio scale ? Explain.
 4. Distinguish between an experiment and survey. Explain fully the survey method of research.
 5. "Processing of data implies editing, coding, classification and tabulation". Describe in brief these four operations pointing out the significance of each in context of research study.
 6. What is questionnaire ? Discuss different types of questionnaire.
 7. What is conjoint analysis ? What are the different utilities considered while doing the analysis ?
 8. Write short notes on :
 - a) Research through internet Era.
 - b) Method of online research.
 - c) Disadvantage of online survey.
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Masters of Business Administration (M.B.A.) (Semester – III)
Examination, June 2018
(Regular/Repeater) (Under Distance Learning)
CONSUMER BEHAVIOUR

Date : 13-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks: 70

Instructions : 1) Answer **any 5** from the following.
2) **All** question carry **equal** marks.

1. Discuss the importance of consumer behaviour. Why it is necessary for marketing practitioners to study it ?
 2. What is group ? Discuss various types.
 3. What is the relationship between involvement of motivation ?
 4. Discuss Maslow's Theory of need. How it helps organization to read consumer mind ?
 5. Define Learning. Discuss classical conditioning theory of learning.
 6. What is consumer attitude discuss various components ?
 7. Describe the stages of family life cycle and comment on the needs at each stage that must be fulfilled.
 8. Write a short notes on :
 - a) Concept of consumer need
 - b) Motive Process.
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**M.B.A. (Semester – III) (Under Distance Learning) Examination, June 2018
(Regular/Repeater)
PRODUCT AND BRAND MANAGEMENT**

Date : 12-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

- Instructions :**
- 1) *Section A is compulsory.*
 - 2) *From Section B answer any four questions.*
 - 3) *Each question carries equal marks.*

SECTION – A

1. Short notes (Attempt any 3) :
 - Brand Awareness
 - Classification of products
 - Aaker Model.
 - Brand Resonance.

SECTION – B

2. State the various roles of a brand.
 3. What is a Product ? What are the different steps in a new Product Development ?
 4. What is Competitor analysis ? Explain in brief.
 5. State and explain the various steps in establishing brand equity management system.
 6. State the terms brand extension and brand transfer in details.
 7. Explain the process of selection of strategic alternatives with appropriate diagram.
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**M.B.A. (Semester – III) (Regular/Repeater) Examination, June 2018
(Under Distance Learning)
SALES AND DISTRIBUTION MANAGEMENT**

Date : 11-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. Explain the different types of compensation plan used by the sales organization of today. What are the advantages and disadvantages of sales contest ?
 2. What do you understand by channel management ? State the importance of channel management.
 3. How do you prepare job description for sales representative ?
 4. Explain the process of recruitment and selection as adapted by the sales organizations today. What are the element of motivation mix for the sales force ?
 5. What is sales quota ? What are the different types of sales quota ?
 6. How "Mall" culture has impacted the distribution channel strategies of companies ? Highlight the advantage and disadvantage of distribution media from the customer perspective.
 7. Recognize various channel conflicts and describe various techniques to resolve channel conflicts.
 8. Write short notes on :
 - a) Channel conflict
 - b) Sales budget
 - c) Role of sales manager
 - d) Personnel selling process.
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**M.B.A. (Semester – III) (Regular/Repeater) (Under Distance Learning)
Examination, June 2018**

MARKETING OF SERVICES

Date : 10-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) *Answer any 5 from the following.*
2) *All questions carry equal marks.*

1. "The need and variety of service would depend on economic and social factor". Illustrate this viewpoint with example.
 2. Identify various segments in healthcare sectors.
 3. Discuss the role of publicity and personal selling in promoting tourism business.
 4. How important it is for a hotel located at a hill station to use promotions during off seasons ? Also identify various offers which can be made.
 5. Describe different types of financial services.
 6. Illustrate different portfolio management products.
 7. What is logistic management ? Explain its importance in supply chain.
 8. Write short notes on :
 - a) Gap model of service delivery.
 - b) Insurance services.
 - c) Carrying cost of inventory.
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**M.B.A. Semester – III (Regular/Repeater) (Under Distance Learning)
Examination, June 2018**

RETAIL MANAGEMENT

Date : 9-6-2018

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. Explain the functions of retailers in detail.
 2. Define organized retail format. List different organized retail format.
 3. What is meant by retail service quality management ? Explain by taking an example.
 4. Give any four application of information technology in retail sector.
 5. Discuss concept of segmenting, targeting and positioning in retailing.
 6. What is Universal Product code ? Discuss its usages in retailing.
 7. Write in detail about retail format. Why is retail format needed in India ?
 8. Write short notes on :
 - a) E-commerce in retailing.
 - b) Electronic data interchange.
 - c) Retail Audit.
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