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S. No. 411

Code No. : 8743

Printed Pages : 2

3MA(MMC)1

Dec. 2009 - Jan. 2010 Examination

MA (MMC)

Sales Promotion and Personal Selling

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

**Instructions :**

1. The question paper is divided in five units. Each unit carries an internal choice.
2. Attempt **one question** from each unit. Thus attempt **five questions** in all.
3. **All questions** carry equal marks.
4. Assume suitable data wherever necessary.
5. English version should be deemed to be correct in case of any anomaly in translation.
6. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

**Unit - I**

- Q.1** Discuss the difference between online and offline sales promotion with examples. On what circumstances will each strategy succeed? 15
- Q.2** Discuss the differences between advertising and sales promotion, giving suitable examples.

**Unit-II**

- Q.3** Pantaloon India Retail has just launched a new format retail bargain store. What will be its likely sales promotion strategies? Give examples. 15

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- Q.4 In today's marketplace, sales promotion is only associated with price. Do you think there can be other strategies? Suggest at least three strategies and explain how they may work, with suitable examples. 15

**Unit-III**

- Q.5 Discuss the different tools of sales promotions in short. 15
- Q.6 Why is there a negative perception about sales promotion? As a communication professional, how would you address this issue? 15

**Unit-IV**

- Q.7 Draw up a sales promotion strategy for 'Vivel' the cosmetics brand from ITC. Take into account its real time market share, market conditions and market data. 15
- Q.8 Draw up a sales promotion strategy for 'Gautier' the French furniture chain in India. Take into account its real time market share, market conditions and market data. 15

**Unit-V**

- Q.9 Each Question carries 3 marks. Explain in a paragraph : 15
- (i) Difference between guarantee and warranty
  - (ii) Off-season discount
  - (iii) Loss leader
  - (iv) Dangler
  - (v) Rebate
- Q.10 Write down the traits of good sales person. In Broad? 15

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प्रश्न 2 ब्रांड की जागरुकता एवं पहचान पर टिप्पणी कीजिए।

Comment on "Brand Recognition and awareness"

15

**इकाई – II / Unit - II**

प्रश्न 3 "रिटेलर ब्रांडिंग व्यूह रचना" को विस्तार से समझायें।

Explain in detail "Retailer branding strategies"

15

प्रश्न 4 कम्पनी ब्रांड एवं उत्पाद ब्रांड पर टिप्पणी कीजिए।

Comment on corporate brands and product brands.

15

**इकाई – III / Unit - III**

प्रश्न 5 ब्रांड भाषा एवं संप्रेषण से आप क्या समझते हैं? उदाहरण सहित समझायें।

What do you understand in brand language and communication? Explain with examples.

15

प्रश्न 6 दीर्घ कालिक ब्रांड की sustainability को निर्धारित करने वाले घटकों की विवेचना कीजिए।

Discuss the factors which determine the sustainability of brand in long term.

15

**इकाई – IV / Unit - IV**

प्रश्न 7 ब्रांड समता बनाम ग्राहक समता पर टिप्पणी कीजिए।

Comment on Brand Equity v/s Customer Equity.

15

प्रश्न 8 ब्रांड के वित्तीय मूल्यांकन की प्रक्रिया समझाये।

Explain the financial evaluation of brands.

15

इकाई – V / Unit - V

प्रश्न 9 एकीकृत ब्रांड विपणन पर टिप्पणी लिखिए।

Write note on integrated brand marketing

15

प्रश्न 10 आई.बी.एम. माडल पर टिप्पणी लिखिए।

Write note on IBM model.

15

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S. No. 413

Code No. : 8745

Printed Pages : 3

3 MA(MMC) 3

Dec. 2009 - Jan. 2010 Examination

MA(MMC)

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

**Instructions :**

1. The question paper is divided in five units. Each unit carries an internal choice.
2. Attempt **one question** from each unit. Thus attempt **five questions** in all.
3. **All questions** carry equal marks.
4. Assume suitable data wherever necessary.
5. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

**Unit - I**

- Q.1** How relevant is what Harwood I Childs wrote about public relations about a century ago : "It is not the presentation of a point of view or the art of tempering mental attitudes, or the development of cordial and profitable relations but to reconcile or adjust in the public interest those aspects of our personal and corporate behavior which have a social significance". Discuss 15
- Q.2** Some analysts believe that corporate communication is an offshoot of public relations. What do you think? Write your answer giving arguments keeping in view the debate surrounding the issue. 15

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## Unit - II

**Q.3** What PR Lessons can be learnt from the TATA - Singur Saga? Write your answer from the prospective a at least two out of the three major players:

- (i) TATA Motors
- (ii) Trinmool Congress
- (iii) West Bengal Government

15

**Q.4** The Proliferation of mass media has brought in tremendous opportunities for the PR profession. How? Discuss.

15

## Unit - III

**Q.5** What in your view is the role and process of corporate Identity in building the image of an organization? Elucidate with examples.

15

**Q.6** "The PR efforts of a government are generally seen as propaganda tactics to win favorable public opinion" Discuss, giving examples for or against, the above statement.

15

## Unit - IV

**Q.7** Discuss various laws concerning the profession of Public Relations. Write your answer giving various examples Case studies.

15

**Q.8** Define public affairs. What role does it play in PR? Write the process of public affairs.

15

## Unit - V

**Q.9** What, in your view, is the future of PR? What agenda would you recommend for PR?

15

**Q.10** Write short notes (200 words each) in any three of the following:-

- (i) Effective media relations
- (ii) In-house PR Deptt. versus PR Consultancy
- (iii) Code of ethics of PRSI
- (iv) Role of human resources in Corporate Communication.
- (v) Impact of Technology on Corporate Communication

15

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S. No. 414

Code No. : 8746

Printed Pages : 2

3MA(MMC)6

Dec. 2009 - Jan. 2010 Examination

MA (MMC)

Consumer Behaviour and CRM

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

**Instructions :**

1. The Q.P. is divided in three parts A, B and C.
2. Attempt questions as per directions given under the parts A, B and C.
3. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

**PART-A**

**Q.1** Explain in not more than 3 sentences each. Answer all Questions. Each question carries 2 marks. 20

1. Segmentation
2. Positioning
3. Sub-Culture
4. Personality
5. Feedback
6. Attitude
7. Sub-group
8. E-commerce
9. Data mining
10. Retention

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**PART-B**

**Q.2** Answer any five questions. Each Question carries 5 marks. **25**

1. Explain the role of communication in building successful CRM models.
2. Explain how Maslow's Hierarchy of Needs helps in understanding consumer behavior.
3. What is Viral Marketing? How will it influence a potential customer?
4. What is Qualitative Consumer Research? Give two examples.
5. How has the internet enabled successful B2B relationships?
6. Write a note on DND registry, and its impact on CRM strategy.

**PART-C**

**Q.3** Answer any two questions. Each question carries 15 marks. **30**

1. Customer loyalty is unreal in today's market. Would you agree? Explain with examples.
2. Write an essay on the CRM strategies adopted in the retail sector today, and the results.
3. How would a consumer tackle post-purchase dissonance? Take a mobile phone, a laptop, a LCD TV and a holiday package as illustrations.

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