1. Answer any FIVE questions.

PART A — (6 x 6 = 30 marks)

Maximum: 100 marks

CONSUMER BEHAVIOUR

Marketing

Third Semester

December 2016/January 2016

M.B.A. DEGREE EXAMINATION

MBM 3001/GN 3001/MBL/C 1005
market effective online banking?

market satisfaction and customer retention. Design and
apply the concepts of providing value, customer

PART C — (1) x 20 = 20 marks

17. You are the marketing manager of a reputed

Case Study — (Comparative)

16. How new technologies are enabling marketers to

better satisfy the needs and wants of consumers?

15. Why is it important to study consumer ethics?

Discuss the role of marketing research in studying
consumer behavior.

14. Explain the various types of segmentation with
examples.

13. Your answer with examples.

Why are marketers sometimes referred to
as a marketer.

12. Against the statement: "Psychographics are more important than
"Demographics."

11. "Psychographics are more important than
"Demographics."

Buying behavior with suitable example.

10. Explain the influence of culture on consumers.

9. "Value-driven marketing is the need of the hour."

Answer any FIVE questions.

PART B — (6 x 10 = 60 marks)

8. Enumerate the merits and demerits of online
consumers.

7. Explain the merits and demerits of online
8. Discuss the scope and importance of rural marketing research.

7. Define a hypothesis. Elucidate the characteristics of various methods available to collect primary data.

6. Briefly outline the guidelines for coding data.

5. What do you mean by primary data? What are the various methods available to collect primary data?
(b) Develop a questionnaire to measure the
(psychographic characteristics of the college students.
(10)
(9) Research design.
(a) Describe the various components of your
research design.
(10) Clothing.
(b) Develop a questionnaire to measure the
psychographic characteristics and lifestyles,
because they may relate to the use of casual
attitude of college students. You have been
appointed as a marketing research consultant for a

Case Study (Compulsory)

PART C — (1 × 20 = 20 marks)

PART B — (6 × 10 = 60 marks)

12. Research Design.
11. Explain the types of probability sampling
methods, their merits and demerits.

10. Differentiate between Market Information
Research Process.
11. Explain the steps involved in the marketing

12. Research Design.
14. Describe the steps involved in the process of
hypothesis testing.
15. Explain research reports.
16. Describe the guidelines for writing marketing

PART A — (5 × 10 = 50 marks)

PART B — (6 × 10 = 60 marks)
SECTION A — 6 × 6 = 30 marks

SECTION B — 4 × 7 = 28 marks

Maximum: 100 marks

Time: Three hours

INDUSTRIAL MARKETING

Marketing

Third Semester

DECEMBER 2015/January 2016
M.B.A. DEGREE EXAMINATION

M.B.M. 3003/M.B.I.M. 4001
SECTION C — (1 × 20 = 20 marks)

7. Differentiate between direct and indirect

8. Discuss the advantages and disadvantages of

Industrial Channel Structures.

9. Explain the Webster and Wind model of

Organizational Buying Behaviour.

10. Discuss the role of market research in

used in the industrial buying process.

11. Discuss the competitive purchasing activities

12. Necessitate the importance of marketing

Industrial marketplace.

13. Explain in detail the process of developing a new

Industrial product.

14. Describe the various marketing strategies that a

Manufacturer can adopt for Industrial Products at

different stages of the Product Life Cycle (PLC).

15. Discuss the different steps involved in the process

of designing a channel for Marketing Industrial

products.

16. Validate the various sales promotional methods

available for industrial marketers.

P) Prepare a questionnaire to assess the

perceptions of the industrial consumers. (10)

Q) How will you design your research process?

Case Study

Robo Ltd is planning to produce and market

(Compulsory)

SECTION B — (6 × 10 = 60 marks)

Personal Selling.

Discuss the advantages and disadvantages of

Industrial Channel Structures.

(Compulsory)

SECTION A — (8 × 12 = 96 marks)

Q) How will you design your research process?

Case Study

Robo Ltd is planning to produce and market

(Compulsory)
6. What is inventory optimization?
5. What are the factors influencing distribution system.
4. Explain the importance of vertical marketing system.
3. What are corporate marketing systems?
2. What do you mean by market research?
1. What is physical distribution?

All questions carry equal marks.

Answer any FIVE questions out of the following.

PART A — (5 × 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Marketing/Retail Management

Third Semester

DECEMBER 2015/January 2016

M.B.A. DEGREE EXAMINATION

MBM 3004/RM 3004

Question

Explain the problem of physical distribution of fireworks. Suggest the remedies to sort out this matter.

The Export Promotion Council is looking into the question of physical distribution of fireworks. A large number of fireworks are exported to countries such as Saudi Arabia and the United Arab Emirates. The council has been approached to look into the problem of physical distribution of fireworks.

The council has decided to look into the matter and has appointed a committee to study the problem. The committee has been asked to submit a report within 15 days.

The report

The report submitted by the committee has been discussed in detail. The committee has recommended the following measures to solve the problem of physical distribution of fireworks:

1. The council should provide financial assistance to the exporters to help them in setting up a physical distribution system.
2. The council should provide technical assistance to the exporters to help them in setting up a physical distribution system.
3. The council should provide training to the exporters to help them in setting up a physical distribution system.
4. The council should provide legal assistance to the exporters to help them in setting up a physical distribution system.
5. The council should provide marketing assistance to the exporters to help them in setting up a physical distribution system.

The council has agreed to implement the recommendations of the committee and has decided to provide financial, technical, training, legal, and marketing assistance to the exporters.

Sea freight and insurance charges range from 60% to 100% of F.O.B. value depending upon type of products.

The import duties on fireworks are mostly nil and the duty on sea freight and insurance charges range from 60% to 100% of F.O.B. value depending upon type of fireworks.
PART C — (1 x 10 = 10 marks)

7. What are the advantages of economic order quantity?

8. What is E-Logistics?

9. Discuss the role of physical distribution in marketing.

10. Discuss the various models for supply chain management. Explain the various models for supply chain management.

11. How will you evaluate channel member performance in distribution?

12. How do you evaluate channel member performance?

13. How are decision makers in the supply chain world provided?

14. Explain the various models for supply chain management.

15. Explain the various models for supply chain management.

16. Discuss the functioning of optimization business measurement in the supply chain world.

17. Case study: Mr. Naik has a cement factory in the center of India. He is facing problems with the transportation of raw materials. He is currently using a fleet of trucks for transportation. However, due to the high cost of fuel and the heavy loading capacity of the trucks, he is facing difficulties in transporting the required amount of raw materials. Explain the advantages and disadvantages of using trucks for transportation. Also, suggest alternative modes of transportation for Mr. Naik to reduce his transportation costs.

COMPULSORY

PART B — (5 x 10 = 50 marks)
What is psychophysical principle?

7. What is retail database?

6. Explain the advantages of international retailing.

5. What is sales promotion?

4. Define merchandising practices.

3. What is retail store location?

2. What is retail environment?

1. What do you mean by Product Retailing?

All questions carry equal marks.

Answer any five questions out of the following:

PART A — (5 x 6 = 30 marks)

Time: Three hours

Maximum: 100 marks

RETAIL MARKETING

Marketing/ Retail Management

Third Semester

DECEMBER 2015/ JANUARY 2016

M.B.A. DEGREE EXAMINATION

MBM 3005/RM 3005
REPRESENTATIVES

Is help W-Mart in achieving efficient

How do you feel about cross-docking?

Suggest a similar model for a hyper market

Center and suppliers.

Company's wide network of stores, distribution

implies that more information about the

improves the accuracy of the satellite network system

information to sales and inventory. W-Mart has

Wal-Mart has invested a great deal in this unique

time.

are moved to the store in less than 45 hours every

are responsible for the merchandise coming from the warehouse

The company's own transportation systems also

W-Mart uses the cross-docking system to move stores

continuously replenished to W-mart stores, sometimes even less than 24 hours in the
docking centers. The system runs

In the cross-docking system, the system runs

2. W-MR delivers about 65% of its merchandise

use the concept of cross-docking directly and the

handing involved between W-Mart and distributors directly to the customer with little or no

cross-docking is a process by which finished goods

Case Study

PART C — 10 x 2 = 20 marks

1. What factors do retailers consider while

explaining the retail selling process in detail?

2. Discuss the opportunities and challenges in

retail business.

3. What is the relevance of merchandise planning in

retail marketing?

4. Discuss the social and economic issues in retail

industry.

5. Elaborate the trends in the Indian retailing

industry.

All questions carry equal marks.

Answer any FIVE questions out of the following.

PART B — 9 x 10 = 90 marks