6. What are the common forms of discount and strategy?

5. Explain the concept and significance of product rural markets.

4. What are the bases of market segmentation in rural markets?

3. What are the profiles of a rural consumer?

2. What are the drawbacks of Indian rural markets?

1. What are the classifications of Indian economy?

Answer any five questions out of the following:

PART A — (5 x 6 = 30 marks)

Maximum : 100 marks

Time: Three hours

RURAL MARKETING

Marktime

Fourth Semester

DECEMBER 2015/JANUARY 2016

M.B.A. DEGREE EXAMINATION

MBM 4001
Give your answers in this regard.

How do you satisfy the rural consumers?

(a) What is the probable demand for the good?
(b) What is the probable demand for the rural consumers?

(c) What is the probable demand for the good?
(d) What is the probable demand for the rural consumers?

(e) What is the probable demand for the rural consumers?
(f) What is the probable demand for the rural consumers?

(g) What is the probable demand for the rural consumers?
(h) What is the probable demand for the rural consumers?

(i) What is the probable demand for the rural consumers?
(j) What is the probable demand for the rural consumers?

(k) What is the probable demand for the rural consumers?
(l) What is the probable demand for the rural consumers?

(m) What is the probable demand for the rural consumers?
(n) What is the probable demand for the rural consumers?

(o) What is the probable demand for the rural consumers?
(p) What is the probable demand for the rural consumers?

(q) What is the probable demand for the rural consumers?
(r) What is the probable demand for the rural consumers?

(s) What is the probable demand for the rural consumers?
(t) What is the probable demand for the rural consumers?

(u) What is the probable demand for the rural consumers?
(v) What is the probable demand for the rural consumers?

(w) What is the probable demand for the rural consumers?
(x) What is the probable demand for the rural consumers?

(y) What is the probable demand for the rural consumers?
(z) What is the probable demand for the rural consumers?

(A) What are the expectations of the rural consumers?
(B) What are the expectations of the rural consumers?
(C) What are the expectations of the rural consumers?
(D) What are the expectations of the rural consumers?
(E) What are the expectations of the rural consumers?
(F) What are the expectations of the rural consumers?
(G) What are the expectations of the rural consumers?
(H) What are the expectations of the rural consumers?
(I) What are the expectations of the rural consumers?
(J) What are the expectations of the rural consumers?

(K) What are the expectations of the rural consumers?
(L) What are the expectations of the rural consumers?
(M) What are the expectations of the rural consumers?
(N) What are the expectations of the rural consumers?
(O) What are the expectations of the rural consumers?
(P) What are the expectations of the rural consumers?
(Q) What are the expectations of the rural consumers?
(R) What are the expectations of the rural consumers?
(S) What are the expectations of the rural consumers?
(T) What are the expectations of the rural consumers?
(U) What are the expectations of the rural consumers?
(V) What are the expectations of the rural consumers?
(W) What are the expectations of the rural consumers?
(X) What are the expectations of the rural consumers?
(Y) What are the expectations of the rural consumers?
(Z) What are the expectations of the rural consumers?

10. Explain "Rural Marketing Information System."

11. Discuss the customer value strategies used in rural markets with suitable examples.

12. Identify the three levels of product decisions with suitable examples.

13. What are the various types of pricing methods for rural markets?

14. What are the steps involved in price determination process?

15. How do we select the appropriate channels in rural markets?

PART B — (6) x 10 = 60 marks

1. ABC Company Ltd. produces variety of foods.

2. Rural Marketing:

3. Rural markets:

4. Rural Distribution:

5. What are the functions of Channels of distribution in rural areas?

6. What are the typical problems encountered in rural markets?
Strategies

5. Explain the importance of Service

4. Describe briefly the importance of physical evidence in Marketing.

3. What is Service Marketing Mix?

2. How do you classify Services?

1. Discuss the characteristics of Services Marketing.

All questions carry equal marks.

Answer any five questions out of eight questions.

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

SERVICES MARKETING

General/Marketing

Prouth Semester

December 2016

MBA Degree Examination

MBE 4003

MBE 4002/MM 4002/
CASE STUDY

17. Describe the features of Internal Marketing of delights.

PART C — (1) 10 = 20 marks


15. Explain the gaps in the current Services.

9. Discuss the assumptions and underlying principles to be considered by a marketer while designing a service.

13. What are the stages in the marketing of a service.

12. Discuss the elements under Promotional Mix.

10. What are the stages in the printing of a service.

8. What are Health Services? Discuss the merits of user.

7. What is an Insurance Marketing? What are the components of Service Quality?

6. What is Service Quality? What are the constituents of Service Quality?
Plan

6. Explain and elaborate the structure of a campaign

5. What are the types of Media Outlets?

4. Explain the various pre-estimating methods in Advertising?

3. What qualities should be possessed by a good advertisement copy?

2. What are the various steps in Advertising plan?

1. Trace out the origin of Advertising.

Answer any FIVE questions out of the following.

PART A — (5 x 6 = 30 marks)

Maximum : 100 marks

Time: Three hours

ADVERTISING AND SALES PROMOTION

Marketing

Fourth Semester

DECEMBER 2015/JANUARY 2016

M.B.A. DEGREE EXAMINATION

NMIM 4003/MIBM 4003
17. Case Study

PART C — (1 x 20 = 20 marks)

16. List out the various sales promotion tools available and briefly explain their features.

15. Explain various approaches to the International Communication.

14. Explain the tools of International Marketing.

13. What are the characteristics to be followed for selecting media outlets?

12. What is creativity? Show the various activities.

11. What are the various components of the Advertising copy?

10. Explain the Advertising Budget Allocation by "Rule of Thumb."

9. Enumerate the classification of advertising.

Answer any THREE questions out of the following

PART B — (5 x 10 = 50 marks)

8. What are the objectives of sales promotion?

7. Explain the Special International considerations.
6. What are the issues to be considered while maintaining a customer relationship on the Internet?

2. Explain the objectives of Sales Force Automation.

4. Is it possible to measure the consumer's satisfaction? If so, how?

3. How can a call centre be classified?

Customer evolves from a passive to an active and an emotional customer as per the stages involved in a customer relationship management (CRM) strategy?

1. What motivates companies to adopt Customer Relationship Management (CRM) strategies?

Answer any FIVE out of the following (5 x 6 = 30 marks)

SECTION A — 60 marks

Time: Three hours

Maximum: 100 marks

CUSTOMER RELATIONSHIP MANAGEMENT

Supply Chain Management
Marketing/ReKP Management/Operations and

Fourth Semester

DECEMBER 2015/ JANUARY 2016

MBA/ DEGREE EXAMINATION

MRM 4002/ MBSC 4004

MRM 4004/RM 4004

MRM 4004/MB 4004

This paper is based on a consulting experience with India Post Sees a move to meet the challenge of evolving strategies to meet the competition.

The paper is expected to be written in a short format, focusing on the specific aspects of the Indian express industry. India Post has been the first to introduce and establish the express industry in the country, setting a benchmark for other players to follow.

The Indian express industry has been recently

The Express Services Industry has been

The paper is expected to be written in a short format, focusing on the specific aspects of the Indian express industry. India Post has been the first to introduce and establish the express industry in the country, setting a benchmark for other players to follow.

The Indian express industry has been recently

The Express Services Industry has been
3. Maintaining continuous contact with the customer is key to ensuring that the customer retains a positive experience. The need to retain customers outweighs the need for short-term profits. Therefore, the need to retain customers is no longer an issue. This has led to an increased focus on customer retention and loyalty programs. The need to not only retain customers is also to ensure that customers are satisfied with the products and services offered by the organization. Worldwide and individually too, organizations are continuously engaged in a battle of point of this battle.

4. For marketers to know their customers on a more personal level, the need to understand the customer’s needs and preferences becomes essential. Therefore, customer retention strategies and the competition can fulfill this requirement. Many services are tailored to meet the specific needs of the customer, which ensures customer satisfaction. Increasing competition with advanced technology has affected customers the most. Many insights are taken from today’s marketing insights to improve the satisfaction of customers. Organisations cannot hope to succeed without understanding their customers. Organisations exist with a specific purpose, and the exchange process is a part of that purpose. In this age, it is hard to believe that organisations realise the importance of maintaining continuous contact with their customers.

7. Case Study:

7. Comportmy (5 marks)

SECTION C — (1 x 20 = 20 marks)

8. How can a company develop a strategic framework for CRM?

9. Analyse the different types of customer value to answer any PTF out of the following.

SECTION B — (6 x 10 = 60 marks)
8. Explain the need for derivatives.
7. What is meant by cross hedging?
6. Explain the function of a clearing house.
5. What is a financial futures contract?
4. What is a currency swap?
3. Write short notes on covered option. Explain its use.
2. What is a forward market?
1. What is a financial derivative?

All questions carry equal marks.
Answer any FIVE questions.
PART A — (5 x 6 = 30 marks)

Maximum : 100 marks

FINANCIAL DERIVATIVES

Finance
Fourth Semester
DECEMBER 2015 JANUARY 2016
M.A. DEGREE EXAMINATION

MBFM 4006/MBME 4005
Consider the following data.

17. Compute the option price.

Call or put = 100% R.a.

3 months = Months to expiration

Rs. 50 = Stock price

Calculate the value of call option as per Black-Scholes model.

European call

Put price = $5.55

Standard deviation of stock = 40%

All questions carry equal marks.

Answer any four questions.

PART B — (6 x 10 = 60 marks)