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T.Y.B.Com Courses (CBCS) Ordinance (Semester-V)
EXAMINATION OCTOBER 2019
Business Management Major I : International Marketing Management

[Duration : Two Hours]

[Max. Marks :80]

Instructions :

1. All Questions are **compulsory**, however internal choice is available.
2. Answer sub-questions in Question No. 1 and Question No. 2 in **not more than 100** words each.
3. Answer Question No. 3 to Question No. 6 in not more than **400** words **each**.
4. Figures to the **right** indicate **maximum** marks allotted to the questions.

Q.1 Answer **any four** of the following: (4x4=16)

- a. Explain in brief any four objectives of international marketing.
- b. Explain the importance of international marketing research.
- c. Distinguish between domestic marketing and international marketing. (Give any four points).
- d. Explain any four features of Joint Venture.
- e. Write a short note on Free Trade Zone.
- f. Explain the concept of trade block.

Q.2 Answer **any four** of the following: (4x4=16)

- a. Explain the concept of trade marks.
- b. State any four special considerations for packaging.
- c. Write a short note on "trade fairs and exhibitions".
- d. Discuss the importance of International Advertising.
- e. What do you mean by personal selling?
- f. Explain the concept of Global Branding.

Q.3 a) Discuss the challenges faced by the business organizations in international marketing. 12

OR

b) Explain the factors affecting the international marketing environment. 12

Q.4 a) Discuss the various international market entry strategies for a business organization. 12

OR

b) What are special economic zones? Explain its features. 12

Q.5 a) Explain in detail the various International Pricing Strategies. 12

OR

b) Enumerate the factors affecting international product pricing. 12

Q.6 a) What are International Marketing Intermediaries? Explain the types of international market intermediaries. 12

OR

b) Discuss the tools of export marketing communication Mix. 12

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T.Y.B.com Semester V (CBCS) Ordinance
EXAMINATION OCTOBER 2019
Business Management Major II : Retail Management Strategies

[Duration : Two Hours]

[Max. Marks : 80]

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate maximum marks.

- Q.1 1. Write short notes: (any 4) (16 Marks)
- a) Quality in retail
 - b) Retail shopper
 - c) Importance of service in retailing
 - d) Process of handling customer complaints
 - e) Business mission
 - f) Customer loyalty Programs
- Q.2 2. Answer in 10-12 lines: (any 4) (16 Marks)
- a) Distinction between price v/s Value
 - b) Need for promotion by retailers
 - c) Push logistics v/s pull logistics
 - d) Customer loyalty –Meaning
 - e) How is Retail strategy performance evaluated
 - f) Concept of supply chain management
- Q.3 A) Explain the theory of Retail Life Cycle of Goods. (12 Marks)
- Or
- X) Describe the factors affecting retail pricing. (12 Marks)
- Q.4 A) Describe the factors that influence consumer buying decisions. (12 Marks)
- Or
- X) Discuss the factors responsible for the changing trends among the Indian consumers. (12 Marks)
- Q.5 A) Discuss the concept of customer Relationship Management. (12 Marks)
- Or
- X) Explain the meaning of customer service and Standardization v/s Customization of Service (12 Marks)
- Q.6 A) Describe the Retail Growth Strategies. (12 Marks)
- Or
- X) Explain the essential features of a supply Chain Management system. (12 Marks)

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**T.Y. B.com Semester V (CBCS) Ordinance
EXAMINATION OCTOBER 2019
Business Management Major III : Advertising Management**

[Duration : Two Hours]

[Total Marks :80]

Instructions:

- i) All questions are **compulsory**, however **internal choice** is available.
- ii) Answer sub-questions in Question 1 and Question 2 in not more than **100 words each**.
- iii) Answer to Question 3 to Question 6 must be of approximately **400 words each**.
- iv) Start **each** question on a **fresh** page.

Q.1 Answer **any four** of the following in approximately **100 words each**: **16 Marks**

- a) Internet Advertising
- b) Cause Marketing
- c) Direct Media
- d) Importance of Illustration in Advertisement
- e) Layout of an Advertisement copy
- f) Essentials of an effective copy

Q.2 Answer **any four** of the following in approximately **100 words each**: **16 Marks**

- a) In-house Advertising Agency
- b) Client Turnover
- c) Advertising Agency Compensation
- d) Advertising Effectiveness
- e) Copy Research
- f) Importance of Research in Advertising.

Q.3A) What is Advertising? Explain the benefits of Advertising. **12 Marks**

OR

B) Discuss the various factors influencing the choice of an Advertising Media. **12 Marks**

Q.4A) Explain the various types of Advertisement Copy with the help of appropriate examples. **12 Marks**

OR

B) Explain the various types of illustration with the help of appropriate examples. **12 Marks**

Q.5A) Explain the Concept of "Client Agency Relationship". Discuss the various Principles of Client Agency Relationship. **12 Marks**

OR

B) Discuss the various factors influencing the choice of an Advertising Agency. **12 Marks**

Q.6A) What is DAGMAR? Explain its merits and demerits. **12 Marks**

OR

B) Explain the Pre-testing methods of measuring advertising effectiveness. **12 Marks**

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**T.Y.B.com Semester V (CBCS) Ordinance
EXAMINATION November 2019
Business Management 4 : Service Marketing II**

[Duration : Two Hours]

[Total Marks :80]

Instructions:-

- 1) All questions are compulsory, however internal choice is available.
- 2) Answer sub questions in question 1 and questions 2 in not more than 100 words each.
- 3) Answer questions from question 3 to questions 6 in not more than 400 words each.
- 4) Figures to the right indicate maximum marks to the questions.
- 5) Paper carries maximum 80 marks.

1. Answer any four of the following:-

(4x4=16)

- a) Explain the role of tour operator.
- b) Explain any two pricing considerations of Indian railways.
- c) Write a short note on "health tourism".
- d) State the advantages of mutual fund investment
- e) State the importance of bank marketing.
- f) Write 2 points of difference between savings account and current account.

2. Answer any four of the following:-

(4x4=16)

- a) Fire insurance.
- b) Motor insurance.
- c) Reinsurance.
- d) Courier services.
- e) Green marketing.
- f) LPO

3. a) Explain the role played by the components of tourism product in developing tourism industry.

12

b) Explain the various classifications of hotels.

12

4. a) Explain any two forms of lending undertaken by banks.

12

b) Explain in brief the various types of mutual funds.

12

5. a) Explain the procedure for taking a life insurance policy.

12

b) Discuss the landmark developments that has come about in insurance sector.

12

6. a) Discuss the providers of healthcare services.

12

b) Explain the concept and benefits of web marketing.

12