

Enrollment Number: _____

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: APGDM	Numerical Code: 0058
Subject Code	: APGDM - 202	Numerical Code: 0329
Subject	: International Business	Total Marks : 70
Date	: 21/01/2015	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Write down the important characteristics of Culture.
2. Explain the factor of strategy implementation.
3. Discuss about different kinds of risk in International Business.
4. Explain the role of Multinational Corporation in India.
5. Briefly describe about foreign direct investment.

Section B (20)

Answer the following (any four)

1. Difference between Domestic & International Business.
2. Stage of Globalization.
3. Benefits of International marketing.
4. Future of Global Business.
5. E-Commerce.
6. Importance of Global sourcing.

Section C

(A) Choose correct answer. (10)

- 1 The factor endowment theory developed by....
a) Hecksher b) Ricardo c) Powel d) Adam smith
- 2 In SWOT analysis, which parameter is wrong?
a) Strength b) Worth c) Opportunity d) Threat
- 3 VAT means.....
a) Value Adopt Tax b) Value Added Trip c) Value Added Tax d) Value Add Tariff
- 4 Which is the Example of Global Company?
a) Coca-Cola b) Nokia c) Reliance d) All of these
- 5 In Global recruitment, which source is not included?
a) PCN b) HCN c) TCN d)KCN
- 6 Federal Trade Commission (FTC) is established in.....
a) 1941 b) 1925 c) 1014 d) 1920
- 7 A Government grants which gives inventors exclusive right of making, using or selling the invention. Its call
a) Trademark b) Patent c) Goodwill d) Copy Right
- 8 Which charge assessed by a dock owner for handling incoming or outgoing cargo?
a) Wharfage b) Primage c) Stationary d) None of them

- 9 World Bank is created in.....
a) 1944 b) 1954 c) 1934 d) 1924
- 10 Indian Government announced the New Economic Policy in.....
a) August, 1981 b) July, 1991 c) July, 1989 d) August, 1990

(B) State the following sentences are true/false

(10)

1. The comparative cost theory developed by David Ricardo.
 2. Proctor & Gamble is global Company.
 3. The word 'Ethics' means it is a science of morals.
 4. According to Ohamae, Globalization has the 8 stages.
 5. Work Sample Test is an Aptitude Test.
 6. According to Kohler, "Capital expenditure is the exchange of present expenditure for future benefits".
 7. These are two types of Value activities.
 8. FEMA means Foreign Exchange Marketing Act.
 9. IMF means International Monetary Fund.
 10. World Trade Organization established in 1980.
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Course : APGDM**Numerical Code: 0058****Subject Code** : APGDM-204**Numerical Code: 0331****Subject** : Management Control System**Total Marks** : 70**Date** : 23/01/2015**Time** : 03.00 to 06.00**Section A****(30)****Answer the following (any three)**

1. What is MCS? Explain the boundaries of the same in detail.
2. Explain the concept of Strategy and Corporate level strategy in detail.
3. What is an Expense Center? Explain various expense centers in detail with the help of Example.
4. Write a detailed note on Strategic planning and its process with the help of an example.
5. Write a note on Control system in Financial Service sectors.

Section B**(20)****Answer the following (any four)**

1. Write a note on Responsibility Center and give a appropriate example of the same.
2. Write a short note on Revenue Budget.
3. What is variance analysis and what are the limitations of Variance analysis?
4. Write a short note on Business Unit Strategy.
5. What is TQM? Which are different approaches of TQM?
6. Write a note on Value Chain Analysis.

Section C**(A) Choose correct answer.****(10)**

1. _____ is a prescribed way of carry out any activity or set of activities.
a) System b) Management c) Control d) Management control
2. _____ outputs are measured in monetary terms but no formal attempt is made to relate inputs.
a) Revenue Center b) Cost Center c) Expense Center d) Marketing Center
3. _____ is what a firm excels at and what adds significant value for customers.
a) Core Competence b) Core marketing c) Control d) Design
4. _____ Variances between actual and budgeted fixed costs are obtained by simply subtraction.
a) Discretionary Cost b) Variable Cost c) Full Cost d) Fixed Cost
5. Most of the assets of Financial service firms are _____.
a) Fixed Assets b) Nonmonetary Asset c) Monetary Asset d) Variable Asset

(B) Answer below question True or False.**(10)**

1. Increment Budgeting and zero base budgeting both are none and the same.
2. Tight control works best when they are required to meet long term goals.
3. In insurance company product pricing remain same for all products.
4. Activity Based Costing is type of overhead costing.
5. Changes in general level of economic activity as it affects the volume of sales.

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Course : APGDM

Numerical Code: 0058

Subject Code : APGDM -205

Numerical Code: 0332

Subject : Marketing Research

Total Marks : 70

Date : 24/01/2015

Time : 03.00 to 06.00

Section A

(30)

Answer the following (any three)

1. What are the marketing Information system in Marketing Research?
2. What are the components of measurement accuracy?
3. What are the sources of secondary data with merits and demerits?
4. Explain the concept of testing Hypothesis.
5. Discuss the different types of Research reports.

Section B

(20)

Answer the following (any four)

1. Write a brief note on Types of research designs.
2. Controlled vs Uncontrolled observation.
3. Explain in detail different methods of sampling. (Any seven)
4. Primary sources of data.
5. Difficulties in formulation of Hypothesis.
6. Ethical issues – Code of conduct.

Section C

Part A : Multiple Choice Questions :

(10)

1. Problem identification research is undertaken to:

- a. Help identify problems that are not apparent on the surface and yet exist in the future.
- b. Develop clear, concise marketing segments.
- c. Help solve specific research problems.
- d. Establish a procedure for development of a primary research plan.

2. To convert a management dilemma into a research question what should a manager and researcher focus on?

- | | |
|-------------------------------------|--|
| a. The decision making environment | d. Consequences of alternative actions |
| b. Alternative courses of action | e. None of the above |
| c. Objectives of the decision makes | f. All of the above |

3. When the research objective of a study is to gain background information and to clarify the research problems to create hypotheses, it is generally referred to as:

- | | |
|--------------------------------|---------------------------------|
| a. Exploratory research design | d. Experimental research design |
| b. Descriptive research design | e. All of the above |
| c. Casual research design | |

4. A quantitative research study aims to achieve all of the following, EXCEPT:

- a. Test various types of hypotheses
- b. Make accurate predictions about relationships between market factors and behavior
- c. Generate sustainable competitive advantages for an organization
- d. Gain meaningful insights into the relationships between variables
- e. Validate the existing relationships between variables

5. Qualitative research techniques perform better for which of the following issue in comparison to quantitative research techniques?

- a. Developing generalizable findings
- b. Gathering rich data
- c. Distinguishing small differences
- d. High reliability
- e. High validity

6. The basic rule for data collection process is:

- a. Always start by consulting the governmental statistics website.
- b. Begin with primary data, then supplement if needed with secondary data.
- c. Begin with secondary data, then proceed if necessary to collect primary data.
- d. Always investigate external sources of secondary data first.
- e. Design a field experiment to collect primary data.

7. What observation method is the most flexible?

- a. Personal observation
- b. Mechanical observation
- c. Audit
- d. All of the above

8. In which technique selection of sample is left entirely to the researcher.

- a. Convenience sampling
- b. Simple random sampling
- c. Stratified sampling
- d. Cluster sampling

9. Categorical variables involve what of the following scales?

- a. Nominal and ordinal
- b. Nominal and interval
- c. Nominal and ratio
- d. Ordinal and ratio
- e. Ordinal and interval
- f. Interval and ratio

10. Which of the following must be kept in mind when writing a marketing research report?

- a. Empathizing skills
- b. Structure and logical arguments
- c. Objectivity
- d. Professional presentation
- e. All of the above

Part B: True or False/Fill in the blanks/one sentence answer: (10)

1. Every marketing research project is unique in its own sense.
 2. A research project can involve both problem identification and problem-solving research.
 3. Conducting marketing research guarantees success.
 4. Marketing research can assist in the decision making process.
 5. The survey method involves a structured questionnaire administered to a sample of a population and designed to elicit specific information from respondents.
 6. Descriptive designs involve mostly experimentation.
 7. A _____ is a representation of the elements of the target population.
 - a. Population
 - b. Sampling frame
 - c. Sample
 - d. Element
 - e. All of the above
 8. In _____ which of the sampling techniques each sampling unit has a known, nonzero chance of selection.
 - a. Probability sampling technique
 - b. Nonprobability sampling technique
 9. The appropriateness of the raw data being collected depends directly on the scaling technique used by the researcher.
 10. While writing the report, researcher should empathize with how the manager will be reading and interpreting the report?
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Term End Examination January-2015

Course	: APGDM	Numerical Code: 0058
Subject Code	: APGDM – 206	Numerical Code: 0333
Subject	: Advertising & Sales Promotion	Total Marks : 70
Date	: 25/01/2015	Times : 03.00 to 06.00

Section A (30)**Answer the following (any three)**

1. Explain the elements of Promotional Mix.
2. Discuss the different types of Sales Promotions.
3. Write a note on “The Recruitment Sales Process”.
4. In which way ‘coupons’ are useful in Sales Promotions?
5. Describe the various types of Media.
6. Discuss the important reasons for using ‘Advertising Calendars’ as a Promotional Medium.

Section B (20)**Answer the following (any four)**

1. Define Customer Relationship Management (CRM) and write down the various types of CRM.
2. Discuss the various types of Sales Promotion Strategies.
3. Define ‘Advertising’. Narrate some advantages and disadvantages of “Movie Advertising”.
4. Mention the sales promotion techniques utilized by Business-to-Business (B2B) sales promotions.
5. Compare the effectiveness of Ads on TV with that of the Ads on Radio.
6. Write a note on “Effective use of Media”.

Section C**Q:3 Do as directed:****(A) Answer in one line. (04)**

1. What is Push Money?
2. Define Sales Promotion.
3. What do you understand by a “Flyer for Advertisements”?
4. What is “S” Behavior Style of identifying oneself or one’s customers?

(B) Fill in the Blanks: (03)

1. A _____ sales promotions strategy involves ‘Pushing’ distributors and retailers to sell your products and services to the consumer by offering various kinds of promotions and personal selling efforts.
2. _____ refers to the structured transmission of data between organizations by electronic means.
3. A _____ is any piece of printed paper designed to be attached to a wall or vertical surface.

(C) State whether the following statements are true or false: (03)

1. Under Case Selection for Research; ‘A Paradigmatic Case’ may be defined as an exemplar or prototype.
2. In a ‘Push Strategy of Promotion’, the consumer requests for the product.
3. Trade discount is a tangible compensation that is given as incentive for performing a particular act – usually buying a product.

(D) Choose the correct answer from the following and rewrite:

(10)

1. _____ are special promotions awarding value to winners based on skills they demonstrate compared to others.
a) Discounts
b) Samples
c) Contests
d) Premiums
 2. _____ is a dividend paid by a marketer to a reseller for advertising their product.
a) Buying Allowance
b) Trade Deal
c) Premium
d) Advertising Allowance
 3. POP stands for _____.
a) Point-to-order
b) Point-to-Purchase
c) Place-of-Purchase
d) Program-of-purchase
 4. _____ includes activities like; scheduling sales calls or mailings, tracking responses and generating reports.
a) Sales Force Automation
b) Advertising
c) Public Relations
d) Event Marketing
 5. "Please buy the product, I have a family of eight and my boss will fire me if I don't make this sale". This type of statement by sales person to customer is known as _____.
a) Assumptive Close
b) Silent Close
c) Refractive Close
d) Alternative Close
 6. _____ promotions are usually targeted to the members of channel of distribution to entice the members to carry a marketer's products and stock them
a) Consumer market directed
b) Sales force directed
c) Staff directed
d) Trade market directed
 7. A coupon booklet is inserted into the local newspaper for delivery is called as _____.
a) On-shelf couponing
b) Free-standing insert
c) On-line couponing
d) Mobile couponing
 8. _____ is the study of how people relate to the products and services that they purchase or use.
a) Consumer Engineering
b) Consumer Administration
c) Consumer Psychology
d) Consumer Economics
 9. _____ method of setting advertising budget involves setting marketing objectives based on the tasks that the advertising has to complete.
a) Fixed percentage of sales
b) Task and Objective
c) Competitive Parity
d) Residual
 10. _____ is the only method of promotion that is of the consumer, by the consumer and for the consumer.
a) Mass Marketing
b) Event Marketing
c) Direct Marketing
d) Word-of-mouth Marketing
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Course	: APGDM	Numerical Code: 0058
Subject Code	: APGDM – 207	Numerical Code: 0334
Subject	: Consumer Behavior	Total Marks : 70
Date	: 27/01/2015	Times : 03.00 to 06.00

Section A (30)**Answer the following (any three)**

1. Give definition of consumer behaviour and explain why to study the consumer behaviour in marketing?
2. Explain the Elements and Characteristics of Culture.
3. Give the meaning of VALS and Explain the VALS types.
4. Give the Name of Models of Attitude and explain any two of them.
5. Explain the Howard- Sheth model of consumer Behaviour.

Section B (20)**Answer the following (any four)**

1. What is Marketing Myopia'? - Explain with example.
2. Explain the Consumer Decision Making Model.
3. Discuss the Characteristics of Social Class.
4. Explain the Neo – Freudian theory of Personality.
5. Give the Name of types of focus groups and explain any three of them.
6. Explain the predatory pricing and Supra competitive pricing.

Section C**(A) Write down the correct answer. (10)**

- 1 A study of VALS undertaken by whom?
a) Howard – Sheth b) Maslow c) Greet Hofstede d) Arnold Mitchell
- 2 Cognitive Learning also classified in to _____ categories.
a) One b) Two c) Five d) Three
- 3 The term “lifestyle” first appeared in _____
a) 1949 b) 1950 c) 1966 d) 1939
- 4 According to whom there are sixteen sources of personality traits.
a) Schiffman and Kanuk b) Levi Jeans c) Baker d) Gray and Starke
- 5 _____ is the members who first recognize the need of purchase.
a) User b) Buyer c) Influencer d) Initiator

(B) True/False (10)

1. The Buyer is who physically acts to procure the product or service.
2. Generally consumer makes five types of purchases.
3. Personality type SF is stands for Sensitive Feeling.
4. A ‘Market Mavens’ is a person who seeks to get knowledge from others.
5. CSR stands for Corporate Social Responsibility.

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Term End Examination January-2015

Course	: APGDM	Numerical Code: 0058
Subject Code	: APGDM – 208	Numerical Code: 0335
Subject	: Service Marketing	Total Marks : 70
Date	: 28/01/2015	Times : 03.00 to 03.00

Section A (30)**Answer the following (any three)**

1. Discuss the elements of marketing mix in Services.
2. Managing differentiation and steps in differentiating service marketing.
3. Identify how the concept of productivity is relevant to a service organization.
4. Discuss the important aspects of travel services marketing.
5. Marketing mix of education services.

Section B (20)**Answer the following (any four)**

1. Myths about service industries.
2. Critical success factors in service marketing.
3. Forms of travel and tourism consumer and trade promotion schemes.
4. Elements of mutual funds marketing.
5. Media services marketing.
6. Growth of medical transcription service in India.

Section C**(A) Choose correct answer. (10)****1. Which of the following is not an element of physical evidence?**

- | | |
|-------------------|----------------------|
| a) Employee dress | b) Employee Training |
| c) Equipment | d) Facility design |

2. Which of the following is not an element of People?

- | | |
|-----------------------|----------------------|
| a) Motivation | b) Teamwork |
| c) Flow of activities | d) Customer training |

3. Differences between the consumers' expectations and experiences are identified through:

- | | | |
|-------------------------|----------------------|------------------------|
| a) Consumer analysis | b) Shopping analysis | c) Experience analysis |
| d) Expectation analysis | e) Gap analysis | |

4. Before successful programs can be directed at customers, a service organization must focus on its employees and this is called:

- | | | |
|-----------------------|--------------------------|----------------------------------|
| a) Internal marketing | b) Integral marketing | c) Individual market orientation |
| d) Consumer marketing | e) Sub market strategies | |

5. Relationship marketing can be developed through loyalty incentives such as:

- | | |
|-------------------------------|-----------------------------|
| a) Service encounter programs | b) Stress reduction program |
| c) Frequent flyer programs | d) Customer surveys |
| e) Frequent encounter program | |

6. The second step in handling customer complaints is:

- | | | |
|------------------------------|--------------------------------|---------------------|
| a) Identify service failures | b) Communicate service failure | c) Classify failure |
| d) Improve overall service | e) Resolve customer problems | |

7. Service cannot gain exclusivity because they cannot be:

- a) Patented b) Examined before the purchase c) Trademarked
- d) Brand marked e) Distinguished from other

8. In the service industry charges, fees, or rates are all”

- a) Service cost b) Cost structure c) Cost plus d) Price
- e) The bottom line

9. What factors will influence future changes in services?

- a) Money b) Deregulation and technological development
- c) Stress d) Corrupted capacities e) On effort

10. Inventory of service carrying costs are more subjective and are related to:

- a) Lost productivity b) Idle production capacity c) Diminished returns
- d) Corrupted capacities e) Low capacity providers

(B) True or False/Fill in the blanks/one sentences answer.

(10)

- 1 _____ is defined a the earing, individualized attention that the firm provides its customers.
a) Empathy b) Responsiveness c) Sympathy d) Assurance
- 2 _____ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service.
a) Physical evidence b) Process c) Place d) People
- 3 _____ is the difference between customer expectations and perception.
a) Customer Delight b) Customer Satisfaction
c) Customer Gap d) The supplier Gap
- 4 “_____ is the culture where an appreciation for good service exists and where giving good service to internal as well as ultimate, external customers is considered a natural way of life and one of the most important norms by everyone.”
a) Service culture b) Corporate culture
c) Service Triangle d) Service Quality Dimensions
- 5 Place or distribution is a major factor in developing a service marketing strategy because of the _____ of service from the producer.
a) Inseparability b) Perishability c) Availability d) Reliability e) Intangibility
- 6 Promotion for services should stress availability, location consistent quality, and efficient _____
a) Quick service b) Free service c) Guaranteed work
d) Courteous service e) Effective service
- 7 Changes in the future of the service industry will is driven by deregulation, technology, and _____
a) Competition b) Government taxation
c) Consumer interests d) Motion studies e) Interest rates
8. Consumers differ as to which service/product attributes they see as important and pay the most attention to the brands that will deliver the sought benefits. (True / False)
9. Appearance of personnel and facilities often has a direct impact on how consumers perceive that the firm will handle the service aspects of its business. (True / False)
10. In case of services whose technical quality cannot be correctly evaluated _____ used as signal of quality.
a) Courtesy / Credibility

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Course : APGDM**Numerical Code: 0058****Subject Code** : APGDM -209**Numerical Code: 0336****Subject** : Brand Management**Total Marks** : 70**Date** : 29/01/2015**Time** : 03.00 to 06.00**Section A****(30)****Answer the following (any three)**

1. Discuss the Competitive Strategies for Market Leaders.
2. Explain the eight dimensions of Brands.
3. Discuss the case study of Maggi as Brand Extension.
4. Discuss the Nine types of Re-positioning.
5. Discuss the steps involved in brand management.

Section B**(20)****Answer the following (any four)**

1. List out the important factors about Bands and explain any five of them.
2. Explain the importance of brand planning.
3. What are the Organization's Marketing assets?
4. What are the Characteristics of good brand names?
5. How do you measure brand equity?
6. Discuss the pyramidal model of Brand.

Section C**(A) Choose correct answer.****(10)**

- 1 The three 'C' of branding is stands for _____
 a) Consumer, cost, company b) Cost, clarity, company
 c) Corporate, consistence, cost d) Clarity, consistency, constancy
- 2 Maggi is the product of which company?
 a) McDonald b) Subway c) Dominos d) Nestle
- 3 Strategies of brand positioning are suggested by _____
 a) S. A. Chunawalla b) L. R. Murthy c) David Aakar d) Ries and Trout
- 4 The brand name Maggi is launched in _____
 a) 1991 b) 1989 c) 1986 d) 1983
- 5 In which year the Pepsi has been launched 'Diet Pepsi Cola'
 a) 1989 b) 1998 c) 2001 d) 1999

(B) True/False**(10)**

1. Jeff Bozos is the founder of the Amazon.com.
2. "JEUNE ORDRE" is a Greek word and it means to sell your product.
3. Keo Karpin Body Oil was launched in 1990.
4. In 1989 Arvind Mills decided to launch denim in India.
5. Brand Image refers to the set of belief that customer hold about a particular product.

Enrollment Number: _____

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Term End Examination January-2015

Course	: APGDM	Numerical Code: 0058
Subject Code	: APGDM-210	Numerical Code: 0337
Subject	: Sales & Distribution Management	Total Marks : 70
Date	: 30/01/2015	Time : 03.00 to 06.00

Section A (30)

Answer the following (any three)

1. Advantage and disadvantages of Centralized and Decentralized Organizations.
2. What is Salesmanship? Explain "AIDAS" Theory of selling.
3. Explain Recruitment Process for salesman.
4. Explain evaluation methods of sales force.
5. Explain Importance of Wholesale marketing and Retail marketing.

Section B (20)

Answer the following (any four)

1. Characteristics of successful salesman.
2. Concept of Motivation and sales motivation mix.
3. Sales forecasting Methods.
4. Purposes of the Sales Budget.
5. Channel structure for Designing Marketing channels.
6. Retail marketing in India.

Section C

(A) Choose correct answer. (10)

- 1 This is not a type of organization.
a) Centralize Organization b) Decentralization c) Line Organization d) Level Organization
- 2 Include in Wholesale marketing.
a) Inventory Management b) Sales Management c) Promotion Management d) All
- 3 How many channels are in Distribution:
a) 1 b) 2 c) 4 d) as required
- 4 Sales budget is a :
a) Tools of controlling b) Tools of Planning c) a & b d) none
- 5 Recruitment for Sales forces from:
a) Only by promotion to existing staff b) Only by new fresh recruitment
c) Only by recommendations d) all of these

(B) True/False (10)

1. Salesmanship means only to sale goods.
 2. Sales Management and Distribution Management opposite of each other.
 3. Centralize sales Organization is traditional, hence only this type organizations became success in India.
 4. Motivation is necessary for sales, not for Sales force.
 5. Sales forecasting done only by sales Manager.
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