



NO3ADR

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Max. Time: [2-1/2 hrs.]

Max. Marks: [75]

General Instructions:

1. Attempt all questions.
2. Question One is compulsory.
3. All questions carry equal marks.
4. Figures to the right indicate full marks.

Question 1**SOLVE THE CASE STUDY GIVEN BELOW:** (15)

a) C and C plc produces washing powder. It has been in business for many years. It started by selling just one type of washing powder, but now it sells many different brands all aimed at different groups of customers (low-income, families with babies, sensitive skin, sports-playing families, people who care for the environment, etc.). When C & C plc was going to introduce a new brand of washing powder it would carry out market research first to find out what consumers wanted from their washing powder. The business would then design a new product to meet these needs. C & C plc has been very successful and seen its sales grow continuously each year.

1. Does C & C plc segment its market? Explain your answer with suitable references.
2. Why does C & C plc do this instead of selling a single product to the whole market?
3. Do you think C & C plc is a product-oriented business or a market-oriented business? Explain your answer.

Question 2

- a) What Is Marketing? State the Functions of Marketing. (07)
- b) What is the Scope Of Marketing? (08)

[OR]

- c) What is Market Research ?State the need for Market Research . (07)
- d) What are the Benefits Of Market Segmentation? (08)

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Question 3

- a) Explain 'The Marketing Mix' (07)
b) What are the stages required for the development of the New Products? (08)

[OR]

- c) What is Product Planning ? State the Objectives of Product Planning. (07)
d) What is Pricing ? State the Objectives Of Pricing. (08)

Question 4

(15)

- a) Write and explain the kinds of Media or Advertising Media required for Product Promotions.

[OR]

- b) Define Integrated Marketing Communication & the Promotion mix. Discuss the factors contributing to the growth of IMC.

Question 5

(15)

Write Short Notes on :- (Any 3)

1. Sales Promotion & its Importance.
2. The Objectives Of Marketing
3. Function Of Marketing
4. The Marketing Department
5. Service Marketing & Rural Marketing.

Time: 2.5 hours

Mark: 75

Question No. 1 is compulsory

1. **Case Study: Problem of Change Over:** Mrs. Rashmi Sepru holds M.A in Economics from Mumbai University. She also has a post graduate diploma in human resource management from Tata Institute of Social Science. She made her career in the field of marketing. Her immediate senior has another ten years to retire. Rashmi feels frustrated because she feels stagnated in her career. Rashmi is a pleasant person; she has maintained excellent relations with colleagues, subordinates and parties dealing with the company. She is a no nonsense woman. She doesn't take 'No' for an answer. She is honest and straight forward. Overall her employees with her. In one of her casual talks with a director Nitin Desai, she pours her heart out how this stagnation in life is creating frustration and tension. Desai remains non-committal. After a month he calls Rashmi and says that in HRD department all senior executives are retiring by the year end. If she desires to change over to HRD, she can be considered for the post of HRD president. Although she has learned HRD but has never practiced it. Her first preference has always been marketing. Rashmi asked the director to allow her two days and she will return her reply.

Questions:

- A. Would you say Rashmi has the qualities of being a good leader?(5)
B. What sort of frustration Rashmi is facing?(5)
C. Would you advise Rashmi to change over HRD?(5)
2. A. Define Management. Discuss about its nature.(7)
B. Explain the significance of Management towards business institutions.(8)
- Or
- A. Give an overview of functional areas of management.(8)
B. Explain Henry Mintzberg's Informational and decisional roles of a manager.(7)
3. A. Explain any 8 principles of Principles of Management of Henry Fayol.(8)
B. Discuss about Elton Mayo's contribution.(7)
- Or
- A. Write the steps in Decision Making.(7)
B. What are the characteristics of Planning?(8)



4. A. What is leadership? What are the functions of a leader?(8)

B. Explain Situational Leadership. Write its Merits and Demerits.(7)

Or

A. Briefly describe Theories of Group Formation.(7)

B. Distinguish Between Formal and Informal Group.(8)

5. Write Short notes on any Three (5*3)

A. Individual measures for managing Stress

B. Causes of Stress

C. Air pollution and Water Pollution

D. Conflict Management Process

E. Crisis Management