T·Y·BMS.
Reg.
Sem VI
25/04/23

(2½ Hours)   [Total Marks :75]

Note : 1. All questions are compulsory. (Subject to internal Choice)
2. Figures to the right indicate full marks.
3. Use non--programmable calculator is allowed
4. Normal distribution table is printed on the last page for reference.
5. Support your answers with diagrams / illustrations, wherever necessary.
6. Graph papers will be supplied on request.

Q.1A) State whether following statements True or False: (Attempt any 8)   (8)

1. Operation Research is also termed as Management Science.
2. The objective function is a linear relationship reflecting the objective of an operation.
3. The feasible region is a convex set.
4. The value of $\Delta j = C_j - Z_j$ row in the simplex table tells us whether the current solution is optimal, and, if it is not, what variable will be in the optimal solution.
5. If the assignment elements are cost elements, then the objective of the optimal assignment is to maximize the cost.
6. MODI method is the best method to get Initial Feasible Transportation solution.
7. The dummy activity has an expected time of zero by definition.
8. The PERT pessimistic time estimate is an estimate of the minimum time an activity will require.
9. In solving a job sequencing problem, it is assumed that all jobs require the same sequence of operations.
10. If saddle point is available in a game, it is called as pure strategy game.

Q.1 B) Match the right and closely related answer from Column Y with the text / term given in Column X. (Attempt Any 7 questions)   (7)

Column X	Column Y
1. Lerner relationship of variables	a) Completely utilized resources
2. Infeasible region	b) Minimum cost in the table
3. Scarce resource	c) No feasible Solution possible
4. LCM	d) LPP
5. NWCR	e) In the game, gains of the winner are equal to total losses of all other players
6. Critical activity	f) Optimistic time
7. Zero sum game	g) Fair game
8. Shortest activity time in PERT	h) Zero float value
9. Value of game =0	i) The time during which a machine is waiting or not working
10. Ideal time	j) Top left side corner of the table

Q.2 A) M/S. Rajaram Pvt.ltd. and engineering firm has to decide profitable mix for its products i.e. Condenser, Transmitter and Connector with a profit (per 100 units) of ₹10, ₹6 and ₹4 respectively. To produce a shipment of condenser containing 100units required 1 hour of engineering 10 hours of direct labour and 2 hours of administration service. To produce one shipment of transmitter 1000 units require 1 hour of engineering 5 hours of direct labour and 6 hours of administration, similarly these figures for connectors are 1,4 and 2. There are 100 hours of engineering services available 600 hours of direct labour and 300 hours of administration. What is the most profitable mix find with the help of LPP formulation and simplex method.

From the above information Formulate as LPP (7)

B) Find the optimum solution with the help of simplex method (8)

OR

Q.2 C) Five salesmen are to be assigned to five territories. Based on past performance, the followingtable shows the annual sales (is Rs. lakh) that can be generated by each salesman in each territory. Find optimum assignment to maximize sales. (8)

Salesman	Territory				
	T_1	T_2	T_3	T_4	T_5
S_1	26	14	10	12	9
S_2	31	27	30	14	16
S_3	15	18	16	25	30
S_4	17	12	21	30	25
S_5	20	19	25	16	10

Q.2 D) Solve by using graphical method (7)

Max $Z= 4x_1 + 3x_2$
Subject to constraints,
$4x_1 + 3x_2 \leq 24$
$X_1 \leq 4.5$
$X_2 \leq 6$
$X_1 \geq 0 \ X_2 \geq 0$

Q.3 A) From the data given below
1. Draw a diagram (2)
2. Find Critical path (2)
3. Crash systematically the activities and determine optimal project duration (4)

Activity	1-2	1-3	2-4	2-5	3-4	4-5
Normal time (days)	8	4	2	10	5	3
Normal cost (Rs.)	100	150	50	100	100	80
Crash Time (days)	6	2	1	5	1	1
Crashed Cost (Rs)	200	350	90	400	200	100

Indirect Cost is Rs. 70 per day

Q.3 B) You are given a solution for a transportation cost problem. Figures in each cell represent per unit transportation cost. Figures in circle within each cell represent number of units allocated for transportation. P1, P2 and P3 are the 3 Plants and W1, W2 and W3 are the 3 Warehouses. You are required to check the above solution for optimality, if it is not optimal, use MODI method to obtain optimal solution and Find optimal transportation cost.

(7)

Plant\WH	W1		W2		W3		Supply
P1	500	18		20	1500	16	2000
P2	1000	26	1000	22		30	2000
P3		6	2000	2		0	2000
Demand	1500		3000		1500		Total=6000

OR

Q.3 C) A Project which is planned using PERT technique has following details of Average Expected Times calculated using the formula, te $= (a + 4m + b) / 6$ and the details of standard deviation.

Activity	Average Expected Time in weeks (te)	Standard Deviation
1 – 2	3	4/6
1 – 3	4	4/6
2 – 5	5	4/6
2 – 4	6	2/6
5 – 6	7	4/6
4 – 6	8	4/6
3 – 6	9	4/6
6 – 7	3	2/6

    i) Construct the network diagram of PERT network and find expected completion
       time of the project.   (3)
    ii) Calculate the Variance of each activity.   (4)
    iii) Determine the probability of completing the project in 21 Weeks.   (4)
    iv) If the project manager wants to be 99% certain that the project should be
        completed on schedule what will be the project duration?   (4)

Q.4 A) You are given the pay-off (profit in ₹) matrix in respect of a two person zero-sum game as follows: (7)

Player: B

$$\text{Player: A} \begin{array}{c} \text{I} \\ \text{II} \\ \text{III} \end{array} \begin{pmatrix} 2 & 4 & 2 \\ 1 & -5 & -4 \\ 2 & 6 & -2 \end{pmatrix} \begin{array}{ccc} \text{I} & \text{II} & \text{III} \end{array}$$

    i.   Find the Maximim strategy.
    ii. Find the Minimax strategy.
    iii. What is the Value of the game.

Q. 4 B) Six jobs I, II, III, IV, V and VI are to be processed on two machine A and B in order AB

Jobs	Processing Time (Min)	
	Machine A	Machine B
I	5	8
II	2	6
III	10	3
IV	9	4
V	6	3
VI	8	9

(i) Find the sequence that minimizes the total elapsed time required to complete the jobs. (2)

(ii) Calculate the total elapsed time (3)

(iii) Idle time on for each Machine (3)

OR

Q.4 C) Find the optimal sequence: (8)

JOB	I	II	III	IV	V
Machine-A	3	8	7	5	2
Machine-B	3	4	2	1	5
Machine-C	5	8	10	7	6

a) Determine the optimum sequence for performing jobs

b) Total minimum elapsed time

c) Idle time for each machine.

Q4 (D) you are given the following pay-off matrix of a zero-sum game, determine the optimal strategies for the players and the value of the game. (7)

A' Strategy	B' Strategy			
	B1	B2	B3	B4
A1	5	-4	5	9
A2	6	2	0	-3
A3	9	15	10	11
A4	2	8	-6	5

Q.5 A) Define Operations Research. Explain limitation of Operation Research. (8)

B) Explain various cost involved in project crashing. (7)

OR

Q.5 C) Write a Short note (Attempt three) (15)

i) Project crashing

ii) Basis and non-basis variable in simplex table

iii) Interfering float

iv) Objectives of critical path

v) NWCM

NORMAL DISTRIBUTION TABLE

Area Under the Standard Normal Distribution

Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2518	0.2549
0.7	0.2580	0.2612	0.2642	0.2673	0.2705	0.2734	0.2764	0.2797	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4464	0.5473	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4938	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4846	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.7893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4820	0.4922	0.4925	0.4927	0.4931	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4958	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4988	0.4986
3.0	0.49865	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4996
4.0	0.49968									

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[Time: 2½ hours]   [Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Figures to the right indicate full marks.
         2. Draw suitable diagrams wherever necessary
         3. Illustrate your answers with examples
         4. Rewrite the questions for Q1.a and b.

Q1. a. Multiple Choice Questions (ANY EIGHT)   (08)
   1. _____ are the means by which firms distribute their products to consumers. (Parties, Retailers, Suppliers, Channels)
   2. _____ is the act of creating a brand.(Promoting, Branding, Advertising, Drawing)
   3. _____ marketing promotes a product by not only communicating a product's features and benefits but also connecting it with unique and interesting consumer experiences. (Experiential, Personalized, Permission, Relationship)
   4. A brand if properly managed can be _____. (successful, superior, timeless, sophisticated)
   5. _____ are short phrases that communicate descriptive or persuasive information about the brand.(Rhythms, Slogans, Tone, Jingle)
   6. _____ and knowledge complete the hierarchy and combine to form the brand stature construct. (Differentiation, Relevance, Information, Esteem)
   7. Brand _____often represent key sources of brand value, because they are the means by which consumers feel brands satisfy their needs. (associations, competitions, building, complexity)
   8. The _____ determines the marketing program's ability to affect the customer mind-set and is a function of the quality of the program investment. (customer multiplier, market multiplier, supplier multiplier, program multiplier)
   9. A _____ is a means to designate a specific item or model type or a particular version or configuration of the product.(modifier, designer, graphics, creative)
   10. The brand _____ is the set of all brands and brand lines that a particular firm offers for sale to buyers in a particular category.(boundaries, associators, perception, portfolio)

   b. State whether the following statement is TRUE or FALSE (ANY SEVEN)   (07)
   1. Brands share a great relationship of goodwill with consumers.
   2. Brand elements, sometimes also called as brand identities.
   3. Marketers have been forced to use so many financial incentives or discounts as the marketplace has become more competitive.
   4. Personalized marketing tools play a strong role in helping marketers, incorporate customization on various levels of communication and marketing.
   5. Brand personality is defined as a set of human characteristics associated with a brand.
   6. The customer multiplier does not determine the extent to which value created in the minds of customer affects market performance.
   7. Revitalizing brands involves ensuring innovation in product design, manufacturing, and merchandising and ensuring relevance in user and usage imagery.
   8. Brand hierarchy is a system that organizes brands, products, and services to help an audience access and relate to a brand.
   9. Brand identity are customers' emotional responses and reactions to the brand.
   10 Brand resonance are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations.

Q2. **Answer the following**
  a. Illustrate the Strategic Brand Management Process with example. (08)
  b. An experiential marketing helps the brand manager to build customer loyalty? Give reason. (07)

<div align="center">OR</div>

  c. State the qualitative research technique for managing brand. (08)
  d. Describe the term line extension? State its advantages. (07)

Q3. **Answer the following**
  a. List down different types of pricing strategies used by D'mart brand manager to sustain the brand in the market. (08)
  b. Summarize the Brand Asset Valuator (BAV) model in brief. (07)

<div align="center">OR</div>

  c. Diagrammatically represent the brand product matrix with example. (08)
  d. Differentiate between Brand versus Product (07)

Q4. **Answer the following**
  a. Reproduce Brand Value Chain model in detail with examples. (08)
  b. State the various branding challenges and opportunities faced by brand manager for managing brand Zara. (07)

<div align="center">OR</div>

  c. What are brand elements? Explain the criteria for choosing brand elements. (08)
  d. A brand is not built and manage domestically but also internationally. In the light of the above statement explain various factors considered for building global customer-based brand equity. (07)

Q5. a. Write Short Notes on (ANY THREE) (15)
  1. Scope of branding
  2. Types of leveraging.
  3. Brand awareness pyramid.
  4. Brand architecture.
  5. Brand hierarchy.

<div align="center">OR</div>

b. Case Study

It was a simple, one-line brief: Agar product chatpata ho, toh aapki aankh bandh honi chahiye, varna maza nahi aaya (if the product is tangy, then your eyes should close automatically to relish it, or else it is no fun). That was the lone instruction from Rajiv Kumar, vice chairman of the DS Group, for his R&D team working on the Pass Pass Pulse candy. So far, it has proved to be the only one that matters: Within a year of its launch, Pulse contributed over Rs 150 crore to the DS Group's kitty. With Pulse, the idea was to bring in some innovation in the hard-boiled candy segment, where changes are typically restricted to newer flavours. At the outset, they had observed that raw mango and mango flavour together constitute about 50 percent of the total candy market in India—of this, almost 26 percent was raw mango. It was clear to them that this was the flavour they wanted to innovate on. "Kaccha aam as a flavour is loved across all age groups and demographic markets. So, the right balance of this raw mango flavour mixed with tanginess gives you a very different feel and that is what has clicked. He also believes, the candy market was largely skewed towards children, not so much the youth and adults. They sought to address this gap with Pulse.

Questions
  a. Bring out the Customer Based Brand Equity model (CBBE) with regards to Pulse candy brand. (08)
  b. State the point of parity and point of difference through the brand Pulse. (07)

Duration : 2.5 hours   Total marks: 75

N.B . : 1. All questions are compulsory.
2. Figures to right indicate full marks.

Q1. A   Choose the right answer (Any eight)   8
1   Retail is the end or final stage of any _____
    a. Economic Activity b. Trading c. Manufacturing d. Wholesale

2   Technology is one of the dynamic factors responsible for the growth of
    _____ retailing
    a. Unorganised b. Organised c. Chain d. Convenience

3   _____ is a proven technology for automation data collection needs of the business.
    a. Barcoding b. Radio Tags c. Shelf Number d. Bill Tag

4   _____ factor influences a retail shopper in the buying process.
    a .merchandise range b.travel time c. location d. all the above.

5   Retailing means sale of goods or commodities in _____ quantities directly to
    consumers.
    a.Macro b. Bulk c. Small d. Wholesale

6   Customers who are satisfied with the service of a company are likely to advertise
    positive _____ recommendations.
    a. Word of Mouth b. Purchasing c. Acquisition d. Relation

7   _____ products enjoy popularity and generate lot of sales in a short span of time
    and later go out of fashion.
    a. fad b. category killers c. variety d. assortment

8   _____ pricing refers to the practice of using price that ends in an odd number.
    a. Odd b. Single Digit c. Anchor d. Leader

9   The _____ Layout is cost efficient .
    a. Grid b. Race Track c. Freeform d. Box

10   _____ & graphics help customers locate specific products & departments.
    a. Maps b. Logos c. Signage d. system

Q.1.B   State whether the following statements are **True or False (Any Seven)**   7
1   Franchise stores are an example of unorganized retailing.
2   Store Retailing is a tangible retailing channel where the customers buy products after
    their practical exposure in stores.

3   Electronic Shelf Label is a technological method used for preventing shoplifting at the exit of retail stores.

4   Electronic retailing permits Touch and Feel

5   Raw materials, machines are examples of Impulse customers.

6   Bar code is a series of parallel vertical lines that can be read by bar code scanners.

7   Consumer psychology is the study of human responses to product and service related information and experiences.

8   Customer Loyalty means that customers are committed to shopping at retailer's locations.

9   The process of CRM emphasizes on building relationship with customer.

10   In private labeling retailers will sell products under their own brand name.

Q2

a.   Explain the significance of organized retail.   8

b.   Explain the non-store based retail formats.   7

(OR)

c   Discuss the factors responsible for the growth of organized retail in India.   8

d   What is e-tailing? Explain the advantages and limitations of the same.   7

Q3

a   Explain the factors influencing retail shoppers   8

b   Discuss the four customer retention approaches.   7

(OR)

c   Explain the steps in developing retail strategy   8

d   Discuss the changing profile of retail shopper   7

Q4

a   What do you mean by private label? Explain the categories of private label brands   8

b   Explain the process of merchandise planning.   7

(OR)

c   Explain the following concepts: 8
       Category Captain, Buying Cycle in Retail & Staple merchandise

d   What is variable pricing? Discuss its types.   7

Q.5. a   Explain the responsibilities of a retail store manager   8

b   Explain the tools used for visual merchandising   7

(OR)

c   Short Notes (Any three)   15

i   Airport Retailing

ii   Digital signage

iii   Young and Rubicam's Brand Asset Valuator

iv   Career options in retail

v   5 S of Retail Operation

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Total Marks: 75

Duration: 2 ½ hrs

N. B. : 1. All Questions are compulsory
2. All Questions carry equal marks
3. Figures to the right indicate full marks

Q1 A. Fill in the blanks with appropriate option: (any 8) (8)

1. ....orientation refers to exporter viewing international marketing as secondary to domestic operations
    a. Ethnocentric   b. Polycentric   c. Regiocentric   d. Geocentric

2. Direct Exporting means, exporting the products _____
    a. by joint venture   b. through middlemen   c. through franchising
    d. by the manufacturer himself

3. _____ is horizontal expansion of a firm
    a. Merger   b. Diversification   c. Combination   d. None of these

4. International marketing research facilitates _____
    a. initial entry in foreign market   b. large scale imports
    c. expansion of domestic marketing   d. none of these

5. Entering a new price slot and a new market segment is called line_____
    a. Stretching   b. down   c. filling   d. all of these

6. _____ pricing indicates product benefits.
    a. Target   b. Value   c. Discount   d.   None of these

7. _____ structure violates principle of Unity of command
    a. Matrix   b. Networked   c. Product   d. Line

8. Differentiation indicates that the product is _____
    a. unique   b. standard   c. common   d. all of these

9. Strategic control includes _____ aspects.
    a. audit   b. evaluation   c. functional   d. none of these

10. The International Finance Corporation, an affiliate of the World Bank, was established in _____
    a. 1960   b. 1982   c. 1953   d. 1956

Q1 B. State whether the following statements are true or false: (any 7) (7)
    1. Dumping is a fair practice for entry in foreign market.
    2. In ethnocentric orientation, an exporting firm believes that every country is unique and needs a different approach to match its culture and social norms
    3. Trade barriers are supportive to the growth of international trade.
    4. Licensing is a term used to describe the exchange of the products and services for other products or services.
    5. EU is the international organization that oversee the global financial system by following the macroeconomic policies of its member countries.
    6. Packing refers to the transport of container

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7. Segmentation according to life cycle stage, age, occupation is known as behavioural segmentation.
8. A compound duty is a flat sum per physical unit of the commodity imported or exported.
9. Culture prescribes the kinds of behaviour considered acceptable in a society.
10. Feed-forward control exercises a control, when the strategy is implemented in an organisation.

Q.2 a. Define International Marketing. Explain the different orientations of international
Marketing. **(08)**

Q.2 b. What is trading blocs? Explain any two trading blocs of international trade. **(07)**

OR

Q.2 c. What are the Needs for conducting international marketing research **(08)**

Q.2 d. What are the elements of culture? **(07)**

Q.3 a. Explain International Product Life Cycle. **(08)**

Q.3 b. Explain the steps for planning International Promotional Campaigns **(07)**

OR

Q.3 c. What is the need for developing international strategies? **(08)**

Q.3 d. What are the features of international service marketing? **(07)**

Q4a. Explain the Economic Environment of International Markets. **(08)**

Q4b. How to control international marketing operations by using modern techniques **(07)**

OR

Q4c. Explain any four types of international market entry methods **(08)**

Q4d. What are the benefits of international Marketing? **(07)**

Q5a. What is the role of packaging and labelling in international market? **(08)**

Q5b. Explain the factors influencing selection of International Distribution Channel **(07)**

OR

Q 5C. Write short notes on: (any 3) **(15)**
1. IMF
2. Legal Environment
3. Service Culture
4. Grey Market
5. Tariff barriers (any five)

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Duration: 2.5 Hrs   Marks: 75

All Questions are compulsory
Each question carries equal marks

Q.1A) Select the correct option; (Any 8 out of 10)   08 marks

1. Clutter is defined as _____
   a) A faulty broadband connection
   b) Coarse paper stock
   c) An overabundance of messages
   d) A promotional tool
2. _____ is not a strength of magazines
   a) shelf-life
   b) inherent design flexibility
   c) deadline flexibility
   d) quality reproduction
3. A specific carrier within a medium category is _____
   a) reach
   b) frequency
   c) impression
   d) media vehicle
4. Media selections and scheduling decisions associated with delivering advertising constitute a
   _____
   a) Media Plan
   b) Message Weight
   c) Media Kit
   d) Problem Solving Equation
5. The flighting media schedule is _____
   a) A hybrid strategy of scheduling
   b) An intermittent pattern of high activity and low activity
   c) A continuous pattern of messaging
   d) Intermittent, intense activity within a continuous pattern
6. What is ABC?
   a) American business circle
   b) American business corporation
   c) Audit Bureau of circulation
   d) Asian Broadcasters corporation

7. The print medium continues to rely heavily on CPM to determine scheduling. What is CPM?
   a) A percentage of impressions that results in a click
   b) A percentage of households tuned to TV
   c) The relative average cost to reach one thousand people
   d) A payment received for each action

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8. Reach is defined as _____
   a) Insufficient exposure to the target audience
   b) The Number of times a reader is exposed to a message
   c) The total number of duplicated exposures
   d) The total number of unduplicated exposures

9. The implementation of media plan requires _____
   a) Media slot
   b) Media mix
   c) Media buying
   d) Media selection

10. Media planners begin their work by doing media _____.
    a) research
    b) message
    c) buying
    d) selling

Q.1B) Match the column (any 7 out of 10)   **07 marks**

1	CPM	A	Measuring the effectiveness Method
2	Continuity	B	Emerging media option
3	IRS	C	Opportunity to see
4	Clutter in outdoor	D	Measuring brand and category index
5	frequency	E	Gross impression
6	GI	F	Number of times an ad is repeated in a given period of time
7	Diary method	G	When too many hoardings are placed next to each other
8	BDI and CDI	H	Cost per thousand
9	Mobile advertisement in India	I	Indian readership survey
10	OTS	J	When an ad runs in the media for a long time without any gap

Q.2a) "Several factors affect your media planning decisions." -- Explain a few with examples.

                                                                      08 marks

Q.2b) Who is a media planner? What are the role and functions of a media planner?

                                                                      07 marks

OR

Q.2c) "Media planning is not free from challenges." - Elaborate   **08 marks**

Q.2d) What is media research? Explain any two sources of media research. **07 marks**

Q.3a) Explain the advantages and limitations of Newspapers as a media.   **08 marks**

Q.3b) What is media strategy? Why is media strategy needed?   **07 marks**

OR

Q.3c) What is Out of Home (OOH) media? Explain with example any two type of out of
Home (OOH) media. 08 marks

Q.3d) Explain: 07 marks

    a) Gaming media
    b) In flight media

Q.4a) What are the methods of setting a media budget? 08 marks

Q.4b) What is media scheduling? Explain main scheduling strategies with diagram. 07 marks

OR

Q.4c) What is media buying? What are its main objectives? 08 marks

Q.4d) Make a list of the factors that affects your media scheduling strategies. 07 marks

Q.5a) Explain the importance of reach and frequency in the media measurement process.
08 marks

Q.5b) What are television metrics? How are they useful in evaluating the effectiveness of an
ad campaign on TV? 07 marks

OR

Q.5c) Write short notes on the following: any three (5 marks each) 15 marks

    A. Radio as a media
    B. Qualities of a media planner
    C. Mobile as a new media
    D. Reach & frequency
    E. Buying Brief

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TYBMS/ Reg.
Sem - VI
22/05/23

Time : 2:30 Hours

Marks : 75

N.B:1.   All Question are compulsory.
   2.   Figures to the right indicate full marks
   3.   Draw neat diagram wherever necessary

Q.1A   **Fill in the blanks with the correct options from the bracket : (Any Eight)**   (8)
1.   Survey for sports market research can be conducted through field and _____
a.   Community
b.   Mail
c.   Observation
d.   Publication

2.   Brand _____ in sports is the ability to attract and retain customers.
a.   Image
b.   Loyality
c.   Equity
d.   awareness

3.   _____ is the process of managing identity and perception.
a.   Advertisment
b.   Premiums
c.   Endorsements
d.   Branding

4.   Skills required in sports sale are_____
a.   Elasticity and listening
b.   Customer Relationship Managment
c.   Empathy
d.   All the above

5.   Pricing above the competition is done when the products are _____ to the competitors.
a.   Penetration Pricing
b.   Skimming Pricing
c.   Value Based Pricing
d.   Cost Plus Pricing

6.   Which of these is not a type of sponsorship?
a.   Annual events
b.   Festivals
c.   Fairs
d.   All the above

7. _____ Sports marketers must make the first move to contact the sports consumers as a result of this kind of purchase behavior.
a. Direct
b. Local
c. Indirect
d. Distributor

8. Sports event have _____ consumption since they are produced and consumed at the same time.
a. Simultaneous
b. Uniform
c. Delayed
d. Certainty ·

9. Host city is the place where the _____.
a. Player hails from
b. Event is held
c. Sports originates
d. Topography

10. The _____ may also be referred to as "Bricks and Mortar"
a. Retailer
b. Wholesaler
c. Distributor
d. Franchise

Q.1B   State whether the following statements are true or false (Any Seven)   (7)
1.   FIFA runs a global licencing programme , which gives fans the opportunity to engage with our tournaments and purchases official memorabilia
2.   The warranty obligates both parties to the term of the contract.
3.   Sponsorships is the financial support for the business.
4.   The value of sponsorship and media contracts significantly reduces with ticket sales.
5.   Brand equity impacts the volume of sales generated.
6.   Sporting events are considered a service product because they are intangiable.
7.   Confidentially is a standard provision in franchise agreements.
8.   Distribution strategy, often referred to as place strategy
9.   Products define appropriates format and media for promotion.
10. Sports marketing does not cover sports sponsorship and sports events

Q.2   **Attempt the following.**
a.   Discuss the characteristics of Sports Marketing.   8
b.   Explain the Marketing Myopia in Sports Marketing.   7
                        OR
c.   Explain in detail the model of sports industry.   8
d.   Why is market research essential for an ideal sports marketing strategy   7

Q.3   **Attempt the following.**
a.   Discuss the sports team Branding.   8
b.   Describe the various factors that affect pricing decisions.   7
                        OR
c.   Explain the steps involved in sports selling process.   8
d.   Explain the Brand Equity development process.   7

Q.4   **Attempt the following.**
a.   Explain the various type of sports promotion strategy.   8
b.   Discuss the cross – impact matrix of 5Ps of Sports Marketing,   7
                        OR
c.   Discuss the hierarchy of effects model with reference to Sports Marketing.   8
d.   Explain distribution channel and explain its various types.   7

Q.5   **Write short notes on : (Any three)**   15
a.   Importance of Research in Sports Marketing
b.   Brand Equity and Brand Loyalty
c.   Personal Selling
d.   Ambush marketing
e.   Sports marketing Mix

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T.Y. BMS / Reg.
Sem. VI
23/05/23

Time: 2 Hrs and 30Minutes

Marks: 75 Marks

Q-1. A. Fill in the blanks choosing the correct alternatives. (Any 8)   (8)

1. _____ is a systematic process of deciding key decision for an organization to thrive successfully in the future years. (HRM planning, Strategic planning, Organizing, Marketing)

2. Membership organization that form to advance a specific set of beliefs or to reach specific goals or objectives are called as _____. (Social Advocacy organization, Social change organization, Social firms, Foundations)

3. _____ organizations provide free and low-cost services, such as computer training for children's. They receive funding from the public. (Public Charities, Social Advocacy organization, Social firms, Foundations)

4. A _____ is a group of people with similar needs who are part of your whole market. (Segment, Tribe, Cluster, Positioning)

5. _____ allows to create financial controls that allow the organization to set spending limits and will attempt to keep costs in line with revenues. (Positioning, Budgeting, Processing, Listing)

6. The _____ approach to budgeting adopts a more inclusive approach towards the budgeting process. (Top- Down, Bottom-Up, Cross functional, Intra department)

7. _____is simply getting people to be supportive of the objective of your organization. (Fundraising, Appealing, Buying, Selling)

8. _____compasses all the tools in the marketing mix whose major role is persuasive communication. (Promotion, Selling, Pricing, Product)

9. _____ refers to the knowledge, skills and values of the people delivering that particular service. (Product, People, Place, Process)

10. _____ NGO arise out of people's own initiatives. (Social, Regional, Communal, City wide)

Q.1. B. State whether the following statements are True or False :(Any7)   (7)

1. Regional NGOs arise out of people's own initiatives.

2. Word of mouth does not help in promotion.

3. Every non-profit organization is part of a larger community, a citizen of society.

4. Budgeting also allows to create financial controls they allow the organization to set spending limits and will attempt to keep costs in line with revenues.

5. A service is produced and consumed at the same moment.

6. The marketing mix is integral part; it helps in building a new service or campaign or fundraising product.

7. The Promotion Mix is one of the 4Ps of Marketing Mix.

8. Feedback does not play an important role in communication.

9. The company should not give preference to the local area and areas around it where it operates, for spending the amount earmarked for CSR activities.

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10. Every public sector or private sector company that fulfils certain criteria has to spend 2% of its net average profit of the immediately preceding five years.

Q.2.A. What is Non-Profit Organization? Explain its Types. (8)

Q.2.B. Explain Principles of Strategic planning of Non-Profit Organisation. (7)

OR

Q.2.C. Describe features of Non-Profit Organisation. (8)

Q.2.D. Elaborate Marketing and communication for Fundraising. (7)

Q.3.A. Explain in brief the Approaches of Budgeting process. (8)

Q.3.B. Explain the Pricing Mix in Non-profit organisation. (7)

OR

Q.3.C. Explain in detail Marketing Mix of Non-Profit Organisation. (8)

Q.3. D. Elaborate the concept of Positioning. Explain its Process. (7)

Q.4.A. Explain the role of Promotion in Non-Profit Organisation. (8)

Q.4.B. Discuss different types of Advocacy. (7)

OR

Q.4.C. Discuss the various element in Communication process. (8)

Q.4.D. Explain the Principles of Fundraising. (7)

Q.5.A. What is CSR? Discuss the Current Trends in India. (8)

Q.5.B. Elaborate Features of Companies act with special reference to CSR. (7)

OR

Q.5. Write a short note on:(Any Three) (15)

1. Portfolio Analysis
2. Targeting
3. Fund raising
4. NGO
5. Mission

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