

## SYBMS / Semester IV

N.B. 1. All the questions are compulsory  
2. Figures to the right indicate full mark

Subject: IMC  
Time: 150 Minutes  
[75 Marks]

## Q.1. (A) Fill in the blanks choosing appropriate options: (8)

1. \_\_\_\_\_ brand messages would include the implicit messages explicit messages. (offensive, neutral, defensive)
2. Its easier to keep existing customers happy than it is to win back a \_\_\_\_\_. (old customer, lost customer, new customer)
3. \_\_\_\_\_ is a process of exchanging information ideas, thoughts, speech, signals writing or behaviour. (purchase, communication, advertising)
4. The advertiser puts in efforts in the form of \_\_\_\_\_, copy or graphical representation. (headline, sub headline, tagline)
5. Public relations are one form of communication where \_\_\_\_\_ tools can be brought into play. (diverse, similar, existing)
6. \_\_\_\_\_ marketing helps to send information as reminders. (email, direct mail, SMS)
7. The brand image is very important as the customer would eventually be led to brand \_\_\_\_\_. (loyalty, image, logo)
8. The difference between puffery and \_\_\_\_\_ advertising is the difference between legal promotion and illegal marketing claims. (true, false, shock)

## Q.1. (B) Match the Column: (7)

A	B
Communication process	Brand Building
Direct Marketing	Tool of Advertising
Blogging	Face to Face interaction
Point of Purchase	Arousing interest
Personal Selling	Art & Science
Contest	Two-way
IMC	Subscription

Q.2.A: Explain in detail any 3 alternative response hierarchies. (8)

Q.2.B: Write any 1 definition of advertising and explain its features. (7)

OR

Q.2.C: With the help of diagram explain in detail the communication process. (8)

Q.2.D: What is market segmentation? What are the bases of market segmentation? (7)

Q.3.A: Define advertising and explain its types in detail. (8)

Q.3.B: Explain in detail the stages of PR Management. (7)

OR

**Q.3.C:** Explain in detail the evaluation process of Sales Promotion Campaign. (8)  
**Q.3.D:** With the help of diagram explain the steps in the sales process. (7)

**Q.4.A:** Write short notes on: (8)

- Puffery
- Role of IMC in marketing

**Q.4.B:** Give one definition of direct marketing and explain advantages and disadvantages of it. (7)

OR

**Q.4.C:** Write short notes on: (8)

- Push and Pull strategies of Sales Promotion
- Test Markets

**Q.4.D:** Explain 3 approaches used by the organization for test marketing. (7)

**Q.5.A:** Write short notes on: (Any 3) (15)

1. Advertising on Internet
2. Misleading claims
3. Role of PR in IMC
4. Offensive brand message
5. Advantages and disadvantages of sales promotion activities to manufacturer.

N.B. 1. All the questions are compulsory

Time: 2.5 Hours

2. Figures to the right indicate full marks

75 Marks

### Q.1 OBJECTIVES

#### A) TRUE OR FALSE

(8)

1. Variable cost varies with change in production
2. Fixed cost is remained constant irrespective of production
3. Key factor is a limiting factor
4. Transfer price should reward the transferring unit
5. Six sigma is a registered service mark of Motorola
6. Labour is the only variance which effects the cost
7. Decision making doesn't not involve various alternatives
8. Contribution is total loss incurred by the organization

#### B) MATCH THE COLUMN

(7)

A	B
1. Raw Material	Finance Expenses
2. Work Cost	Variable Cost
3. Bad Debts	Prime Cost
4. Sales Minus Contribution	Profit Region
5. Angle Of Incidence	Semi-Finished Goods
6. Bep	Finished Goods
7. Bottomline	Profit

Q. 2 A) You are furnished with the following information:

(15)

Fixed cost for a period – Rs. 5,000

Variable cost per unit – Rs. 10

Selling price per unit – Rs. 20

Actual units sold – 750 units

Determine:

- (a) P/V ratio
- (b) Break-even point.
- (c) Margin of safety sales in units and in rupees.
- (d) Profits, if the sales are 1,000 units.
- (e) Sales, if profit is Rs. 15,000.
- (f) New BEP if selling price increases by 25%.
- (g) New BEP if variable cost decreases by 20%.

OR

Q. 2 B) Information of Alfa and Co. is given below.

(15)

Particulars	Per Unit Variable Cost Rs.	Fixed Cost Rs.
Direct Material	3.00	-
Direct Labour	3.00	-
Factory Overhead	2.00	50,000
Selling Expenses	2.00	20,000
Administrative Overhead	2.00	10,000

Budgeted Sales are 12,500 Units @ Rs. 20.00 Per Unit.

Find:

- (1) P/V Ratio
- (2) Break Even Point Sales.
- (3) Profit at Budgeted Sales.
- (4) Margin of Safety at Budgeted Sales.

(5) Profit, if Actual Sales:

- a) Decreases by 20% from budgeted sales.
- b) Increase by 5% from budgeted sales.

Q. 3 A) The following information in respect of product 'A' and product "B" of JMR LTD is available. (15)

Particulars	Product 'A'	Product 'B'
Sale Price	Rs 1000	Rs 640
Direct Materials	Rs 400	Rs 400
Direct Labour Hours	20 Hours	20 Hours
(Rs. 5 Per Hour)		
Variable Overheads	100% Of Direct Wages	100% Of Direct Wages

Fixed overheads for the company are Rs 30000

- i) You are required to calculate the marginal product cost and contribution per unit and
- ii) State which of the following alternative sales mixes you would recommend and why?
  - a) 100 units of product 'A' and 50 units of product 'B'
  - b) 50 units of product 'A' and 100 units of product 'B'
  - c) 150 units of product 'A' only
  - d) 150 units of product 'B' only

OR

Q. 3 B) A company has two division A and B the budget of selling 200,000 units of a particular components X to fetch a return of 20% on the average assets employed. The following particulars are. (15)

Fixed overheads	500,000
Variable cost	1 Re
Average assets	

Debtors	200,000
Inventories	500,000
Plant and equipment	500,000

However, there is constraints in marketing and only 1,50,000 units can be taken at proposed price. It has been gathered that the balance units can be taken by A and B at a price of Rs.4 and Rs. 2 respectively division A has another option in hand which is to produce 1,50,000 units this will reduce the holding of assets by Rs. 200,000 and fixed overheads by Rs. 25000 you are required to advice the most profitable action.

Q. 4 A) The standard labour hours and rates per hour per 1,000 article 'p' were as follows.

(15)

Workers	Hours	Rate per hour
Skilled labour	500	Rs.40
Semi-skilled labour	400	Rs.16
Unskilled labour	800	Rs.24

The actual production was 7,500 articles 'p' for which the actual hours worked and rates per hour are given.

Worker	Hours	Rate per hour
Skilled labour	3,900	Rs.44
Semi-skilled labour	3,225	Rs.18
Unskilled labour	6,900	Rs.22

From the above set of data, you are asked to calculate:

- a. Labour cost variance.
- b. Labour rate variance.
- c. Labour efficiency variance.
- d. Labour mix variance.
- e. Labour yield variance.

OR

Q. 4 B) A factory engages in manufacturing plastic bucket is working at 40% capacity and produces 10,000 units. Following is the cost structure. (15)

Material – Rs. 10

Labour cost – Rs. 3

Overheads – Rs. 5 including 60% fixed

The selling price is Rs. 20 per unit if is decided to work at 50% capacity its selling price falls by 3% and at 90 % capacity selling price falls by 5%.

You are required to prepare a flexible budget at 40 %, 50 % and 90% capacity.

Q. 5 A) Explain Principles Of Business Process Re-Engineering (8)

Q. 5 B) Explain Kaizen Costing (7)

OR

Q. 5 C) Write Short notes on (Any 3 out of 5) (15)

A. Total Productive Maintenance

B. Total Quality Management

C. Back Flush Accounting

D. Economic Value Added

E. CAPM Method

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

*28.3.2024*

**Q.1. A. Choose the Correct alternative: (Any 8)**

(8)

1. The principle of \_\_\_\_\_ is the basic principle in Transactional analysis.  
(Morality, equity, honesty)
2. \_\_\_\_\_ is a choice between two options, both of which will bring negative results based on society and personal guidelines.  
(Corporate social Responsibility, Ethical Dilemma, Business Ethics)
3. The \_\_\_\_\_ model is characterized by share ownership of different stakeholders.  
(Japanese, German, Anglo-US)
4. \_\_\_\_\_ is concerned with the future effect of present action taken.  
(Sustainability, Transparency, Accountability)
5. Ramalinga Raju was a fraudster involved in \_\_\_\_\_ fraud.  
(Stock exchange, Satyam Computer, Bofors scam)
6. Stakeholders theory mainly focuses on \_\_\_\_\_.  
(Shareholders, Stakeholder, Non of these)
7. In a workplace choosing between right and wrong leads to ethical \_\_\_\_\_.  
(Discrimination, Harassment, Dilemma)
8. Dumping of toxic chemical is \_\_\_\_\_ issue in international business practices.  
(Employment, Environment, corruption)
9. \_\_\_\_\_ committee was set up by London stock exchange for recommendation of corporate governance.  
(Narayan Murthy, Cadbury, Kumarmangalam Birla)
10. \_\_\_\_\_ is the application of Double entry book keeping to social economics Analysis.  
(Social responsibility, social Accounting, Corporate Governance)

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

(7)

1. Business and ethics go hand in hand.
2. A company based on sound business value is more likely to be profitable than a company operating on corrupt practices.
3. Violence against workers is a type of corporate crime.
4. Honesty is a requirement of ethical leadership.
5. The executive director is involved in day today business activities of the organizations.
6. Shareholders has no right to receive dividend.
7. Social accounting improves employee motivation.

8. TATA INDEX for sustainability Human development is an attempt by foreign companies.
9. Law is guided by reality principles.
10. False and misleading advertising can never lead to the failure of a business.

**Q.2. A.** Describe the modern Ethics Business Policy. (8)

**Q.2. B.** Discuss the purpose and scope of Business Ethics towards Stakeholder (7)

**OR**

**Q.2. C.** Describe the 3'C of Business ethics. (8)

**Q.2. D.** Explain the Objectives of Business Ethics. (7)

**Q.3. A.** Explain in details any 4 major Corporate Scams in India (8)

**Q.3. B.** Describe the Various Unethical Advertisement. (7)

**OR**

**Q.3. C.** What are types of Corporate Crimes? Explain in Detail. (8)

**Q.3. D.** What are the guidelines to promote Workplace Ethics (7)

**Q.4. A.** Explain in detail seven characteristics of Corporate Governance. (8)

**Q.4. B.** Explain the Role of different Committees under corporate Governance. (7)

**OR**

**Q.4. C.** Define corporate governance. Explain the need for corporate governance. (8)

**Q.4. D.** What are the fundamental principles of Corporate Governance? (7)

**Q.5. A.** State and Explain the Issue of CSR. (8)

**Q.5. B.** Explain how to overcome the challenges of CSR in future. (7)

**OR**

**Q. 5. C. Short Notes (Any 3)** (15)

1. Social Accounting.

2. Insider Theory

3. Sachar Committee Report on CSR.

4. Stakeholder Theory

5. Ethical Leadership.

**NOTE-** Draw diagrams wherever necessary.

All questions have internal choice.

All questions are compulsory.

Figures to the right indicate full marks.

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**Q1) (A)** Choose the correct answer and rewrite the statement attempt (Any 8) (8)

- 1) \_\_\_\_\_ is an index of economic growth with the environmental consequences
 

(a) GDP	(b) NNP
(c) GDP	(d) GAV
- 2) The inverse of price measures
 

(a) Inflation	(b) Value of money
(c) Deflation	(d) Multiplier
- 3) According to Keynes, as Income increases both APC and MPC
 

(a) rise	(b) Fall
(c) remains constant	(d) is zero
- 4) Public expenditure is important for
 

(a) Infrastructure facilities	(b) balanced regional development
(c) Health facilities	(d) all of the above
- 5) Transaction motive depends upon \_\_\_\_\_
 

(a) income	(b) saving
(c) interest rate	(d) tax
- 6) Bank rate is the interest charged by the \_\_\_\_\_
 

(a) Commercial Bank	(b) Central Bank
(c) Co-operative Bank	(d) none of the above
- 7) Impact and incidence of a tax is on the same person in case of
 

(a) Direct tax	(b) Indirect tax
(c) Forward burrowing	(d) Backward shifting
- 8) FRBM Act was passed in the year \_\_\_\_\_
 

(a) 2004	(b) 200
(c) 2003	(d) 2001
- 9) External debt implies burrowing from
 

(a) Individuals	(b) firms
(c) Foreign countries	(d) Domestic financial institutions
- 10) Which of the following is not the cause of the deficit in the balance of Payment
 

(a) Increase in imports	(b) Fall in export
(c) Globalization	(d) Capital inflows

**Q1 (B)** State true or false for the following (Any7) (7)

- 1) Per capita income shows how National income is distributed.
- 2) The MPS is the counter part of APC.
- 3) Circular helps to know the problem of disequilibrium.
- 4) During inflation losers are debtors.
- 5) Autonomous Investment change with the level of Income.
- 6) Keynes theory is also called as general theory

- 7) Public goods are free of cost.
- 8) Fiscal deficit = primary deficit - Interest payments
- 9) Protection is provided through tariff.
- 10) Arbitrage is a process by which usually banks intends to make risk less profit out of the discrepancies between interest rate and discount or premium.

Q2 Answer any one (a and b) or (c and d) of the following. (15)

- a) State and Explain the phases of business cycle.
- b) What do you mean by effective demand? Determine effective demand with the help of diagram.

OR

- c) Explain saving function? State factors affecting saving and consumption
- d) Analyze multiplier theory.

Q3 Answer any one (a and b) or (c and d) of the following. (15)

- a) What do you mean by Broad Money? State the determinants of Money supply
- b) What is Inflation? Discuss demand pull inflation with the help of diagram

OR

- c) Explain the various instruments of Monetary policy
- d) Elucidate the concept of Liquidity trap

Q4 Answer any one (a and b) or (c and d) question from the following (15)

- (a) Explain internal and external debt burden
- (b) What do you mean by Fiscal policy? Discuss the various objectives of Fiscal policy

OR

- (c) What is government Budget? State the various components of Budget
- (d) Write a note on FRBM Act.

Q5 Attempt A and B or Write short notes on the following. (15)

- A) Analyze Ricardo theory of International trade in detail with the help of example
- B) Explain the Disequilibrium in BOP

OR

Q5) Write short notes on any three of the following (15)

- 1) GDP Deflator
- 2) Velocity of circulation of money
- 3) Revenue deficit
- 4) Public goods
- 5) Role of MNC
- 6) Hedging

20/3/24

Class- SYBMS / Semester- IV/ Subject Code: UBMSFSIV.4

Subject: BRM  
Time: 2.5 Hours  
75 Marks

N.B. 1. All the questions are compulsory  
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**Q.1A: Multiple Choice Questions**

(8)

(Answer any 8 from the given 10 sub questions)

1. \_\_\_\_\_ Is a process of skillfully, organizing of data further purpose of data analysis and interpretation (Scaling, sampling, data, processing, data collection)
2. A1, A2, A3 et cetera is called as \_\_\_\_\_ coding.  
(Alpha numerical, alphabetical, numerical, scientific)
3. When different categories are accorded age, wise, gender, wise, occupation, wise, it is called as \_\_\_\_\_. (Editing, classification, coding, tabulation)
4. \_\_\_\_\_ Variable is one which is manipulated by the researcher.  
(Independent, dependent, entertaining, moderating)
5. The main goal of \_\_\_\_\_ research is to expand knowledge.  
(Basic, applied, quantitative, historical)
6. In order to collect primary data from the field, the research requires a \_\_\_\_\_.  
(Questionnaire, hypothesis, book, research report)
7. \_\_\_\_\_ can be called as a blueprint for collection, measurement and analysis of data  
(Research design, sampling, research, hypothesis)
8. \_\_\_\_\_ Variable is one which is manipulated by the researcher.  
(Independent, dependent, entertaining, moderating)
9. The main goal of \_\_\_\_\_ research is to expand knowledge.  
(Basic, applied, quantitative, historical.)
10. \_\_\_\_\_ facilitates grouping of data into categories.  
(Editing, coding, classification, tabulation)

**Q.1B) State whether the following are true or false:**

(7)

1. A bar chart is very useful for recording discrete data.
2. T test is used when the sample size is above 30.
3. The last phase of the journey of research activity is writing of the report.
4. The research report is required for approval from concerned authorities.
5. Technical report is designed for executives.
6. The report must be drafted in a personal style and format.

7. A variable is an entity that takes on different values.
8. A specific value assigned to a variable is called as an attribute.
9. Age is an example of non-continuous variable.
10. Secondary data is more reliable as compared to primary data

**Q.2 A)** Explain the essential features for good research design. (7)

**Q.2 B)** Explain in detail types of hypothesis. (8)

**OR**

**Q.2 C)** Explain the types of survey. (7)

**Q.2 D)** List in detail the ways to avoid plagiarism. (8)

**Q.3 A)** Explain the types of induction. (7)

**Q.3 B)** List down essentials of editing in detail. (8)

**OR**

**Q.3 C)** Explain the importance of significance of data processing. (7)

**Q.3 D)** Explain deduction method. List its merits and demerits. (8)

**Q.4 A)** Explain functions of report writing. (7)

**Q.4 B)** Explain the essential of good report in detail. (8)

**OR**

**Q.4 C)** Describe the purpose of bibliography. (7)

**Q.4 D)** Explain in detail any three types of report. (8)

**Q.5.A)** Explain secondary data in detail. (7)

**Q.5.B)** Describe about social scientific research. (8)

**OR**

**Q.5.C) Short notes (Any 3 out of 5)** (15)

1. Descriptive research.
2. Cluster sampling
3. Types of survey
4. Types of editing
5. Disadvantages of interview method.

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

Time: 2.5 Hours  
75 Marks

**Q.1 A) Multiple Choice Questions: (ANY 8)** (8)

- a) \_\_\_\_\_ is a measure of the success of an operation in producing outputs that satisfy customers.  
a. Quality Assurance b. Effectiveness c. Quality d. Profitability
- b) The flow of product in \_\_\_\_\_ layout will be smooth and logical.  
a. Product b. Mixed c. Project d. Production
- c) \_\_\_\_\_ refers to the quantity ordered to be purchased at the lowest total cost.  
a. EOQ b. ABC c. XYZ d. FSN.
- d) \_\_\_\_\_ is the extra units held in inventory to reduce stock outs.  
a. Safety stock b. Buffer stock c. JIT d. TQM
- e) \_\_\_\_\_ is the precision with which the product or service meets the specified standards.  
a. Conformance b. Aesthetics c. Durability d. Appraisal
- f) SERVQUAL is a \_\_\_\_\_ measuring instrument.  
a. Service Quality b. Appraisal c. Kaizen d. TQM
- g) \_\_\_\_\_ is a set of techniques and tools for process improvement.  
a. Six Sigma b. EOQ c. Lead time d. Lean Thinking.
- h) Ergonomics is often called \_\_\_\_\_  
a. Human factor engineering b. Quality Circles c. CPM d. Anthropology
- i) ISO 14001 is the International specification for an \_\_\_\_\_ management system.  
a. Environmental b. Labour c. Energy d. Material
- j) ISO stands for \_\_\_\_\_ organization for Standardisation.  
a. Indian b. International c. Institutional d. Infrastructure

**B) State True or False: (ANY 7)** (7)

- a) No flexibility is the merit of process production.
- b) Pareto's Law is also known as ABC Analysis.
- c) Productivity and efficiency are the same.
- d) Six Sigma approach is mainly a discipline driven project approach.
- e) Taguchi was the inventor of the orthogonal array.
- f) Philip Crosby formulated PDCA Cycle.
- g) Material forms the major proportion of the final product and total cost of production.
- h) Construction of Mumbai Coastal Tunnel is an example of project type production.
- i) Sale of finished goods is not the function of Integrated Materials Management.
- j) Productivity can be measured only on labor, energy, material and capital.

**Q. 2 A)** What do you mean by production system? Mention the different types of production systems. (8)

**Q. 2 B)** Explain the principles of a good plant layout? (7)

**OR**

**Q. 2 C)** Explain briefly the scope of production function. (8)

**Q. 2 D)** Define Continuous Production. Mention the Pros & Cons of continuous production. (7)

**Q. 3 A)** Explain the objectives of Material Management (8)

**Q. 3 B)** Explain in brief the inventory control techniques - FSN. (7)

**OR**

**Q. 3 C)** IRFC Ltd. Purchase Machinery parts at the rate of Rs. 100 each. The annual consumption of parts is 18,000 units. If the ordering cost is Rs. 300 per order and carrying cost is 2.5% p.a. What would be the EOQ and Total Cost?

If the supplier offers a discount of 10% for ordering 9,000 units per order, do you accept the discount offer? (8) (7)

**Q. 3 D)** Explain the importance of inventory management. (7)

**Q. 4 A)** What is productivity? Explain the importance of enhanced productivity in organizations. (8)

**Q. 4 B)** From the given data find: Total productivity; Labour productivity; Material productivity; Capital & Energy Productivity. Unit selling price 200; Total units sold 18,000; Labour hours 8,000; Labour cost/hr. Rs. 50; Material usage 8,000 Kg.; Material cost/kg. Rs. 40; Capital cost Rs. 60,000; Energy 20,000. (7)

**OR**

**Q. 4 C)** Explain the techniques to increase productivity in an organization. (8)

**Q. 4 D)** What do you mean by TQM? Discuss the principles of TQM. (7)

**Q. 5 A)** What is Deming's application prize? Explain its criteria. (8)

**Q. 5 B)** Explain Taguchi's quality experiment. (7)

**OR**

**Q. 5 C)** Write Short notes on (Any 3 out of 5) (15)

- a. Inventory control techniques - ABC
- b. Inventory control techniques - XYZ
- c. ISO 14000
- d. Philosophies of TQM - Philip Crosby
- e. Inventory control techniques - VED

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**Class / Semester / Subject Code:** SYBMS/IV/UBMSFSIV.1.04  
**Subject:** Financial Institutions and Markets

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

**Time: 2.5 Hours  
75 Marks**

**Q.1 (A) Choose Correct Alternative and Rewrite the sentence:(Any 8) (8)**



**Q.1 (B) State whether the Following statements are True/False:(Any 7) (7)**

1. A Bank is a group of 5 to 20 people from same income category formed on principle of lending their own saving.
  2. Cheques will be issued in denominations of ₹5 Lakhs or Multiple thereof.
  3. The Security Exchange Board of India Act was Passed in 1947.
  4. Subhash Chandra Garg is the current Secretary of Department of Stock Exchange.
  5. IIFL is a wholly owned Government of India company set up in 2024.
  6. SEC is a Non – Profit, Co-operative financial institutions owned and run by its members.
  7. SEC is the financial regulator of UK.
  8. MIBOR refers to Mumbai Inter Bank Operations Reserve.
  9. BOB Stock Exchange has a basket of 50 Shares in its Index.
  10. The ICICI is a statutory and apex body to regulate the insurance sector in India.

- Q. 2 A)** Explain Role of Financial System in India. (8)  
**Q. 2 B)** Explain Functions of Financial System. (7)
- OR**
- Q. 2 C)** What do you Mean by Financial Institutions? Explain in Brief. (8)  
**Q. 2 D)** Explain Micro Finance. Write Characteristics of Micro Finance. (7)
- Q. 3 A)** Explain Security Exchange Board of India. (8)  
**Q. 3 B)** What is Bank? Explain Various Forms of Bank. (7)
- OR**
- Q. 3 C)** Write a Brief Note on RBI. (8)  
**Q. 3 D)** Discuss Indian Money Market and Its Characteristics. (7)
- Q. 4 A)** What do you mean by Capital Market? Discuss Its Functions (8)  
**Q. 4 B)** Write a Brief note on NSE. (7)
- OR**
- Q. 4 C)** Discuss difference Between Commodity and Derivative Markets. (8)  
**Q. 4 D)** Discuss What do you mean by Mutual Fund? (7)
- Q. 5 A)** Highlight the Financial System in UK. (8)  
**Q. 5 B)** Discuss in Brief Financial System in USA. (7)
- OR**
- Q. 5 C)** Write Short notes on (Any 3 out of 5) (15)
- a) BSE
  - b) IDBI
  - c) Role of Micro Finance
  - d) ICICI
  - e) Role of Indian Money Market

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SYBMS/IV/ Subject Code: UBMSFSIV.1.06

**Subject: Rural Marketing****Time: 2.5 Hours****75 Marks**

23/3/24

**N.B.1. All the questions are compulsory****2. Figures to right indicate full marks****Q.1. A. Choose the correct alternative: (Any 8)****(8)**

1. The rural Markets are witnessing a lot of curiosity from the \_\_\_\_\_ and manufacturing Markets. (FMCG, KPMG, Services Market)
2. Urban markets are \_\_\_\_\_. (Diverse, Concentrated, spread)
3. Research studies have found that urban consumer is less \_\_\_\_\_ the rural consumer. (Brand conscious, brand switcher, brand loyal)
4. \_\_\_\_\_ is an example of Opinion Leader. (Sarpanch, School, Newspaper)
5. Agriculture to about \_\_\_\_\_ of GDP of our country. (15%, 16%, 17%)
6. \_\_\_\_\_ is a form of Unconventional Media. (Radio, Puppetry, Print)
7. According to National building organization rural housing shortage is about \_\_\_\_\_ lakh units. (150, 100, 200)
8. \_\_\_\_\_ is a personal pattern of living. (Lifestyle, status, Role)
9. \_\_\_\_\_ is the new paradigms in rural marketing. (Advertising, Packaging, Marketing)
10. Scattered nature is a feature of \_\_\_\_\_. (Rural market, urban market, semi- urban market)

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

1. Rural Development in India is the most important factors for the growth of India.
2. The vision of Dr.M.S.Swaminathan gave a major impetus to food grains production.
3. Low per capita income has made the rural markets price sensitive.
4. Joint family consume a lot of rural areas.
5. The product that are to be sold at rural markets should be highly priced.
6. Duplicates are not replicas of original brand.
7. Television has a reach of 70% of rural India.
8. Distribution is the Backbone of market oriented business practices.
9. Caste influence form a basis for life and law.
10. Rural consumers do not prefer to buy demonstrative products.

- Q.2. A.** Define rural Marketing .Explain the scope of rural marketing in India. (8)
- Q.2. B.** What are the efforts put for rural development by Government? (7)
- OR**
- Q.2. C.** What are the constraints in rural marketing?
- Q2.D.**What are the problems of Rural Market? (7)
- Q.3. A.** Explain the characteristics of rural consumers in details. (8)
- Q.3.B.** Explain the economic factors of rural market environment? (7)
- OR**
- Q.3.C.**Define Consumer Behaviour. What are the factors that affect rural consumer behavior? (8)
- Q.3. D.** Distinguish between rural consumers and urban consumers. (7)
- Q.4. A.** What is Targeting? Explain the aspects of targeting? (8)
- Q.4. B.** Explain the 4Ps and 4As of rural marketing in detail. (7)
- OR**
- Q.4. C.** What are Fake Brands? Explain the problems related to fake brands in rural markets. (8)
- Q.4. D.** What are pricing objectives ? Explain in details. (7)
- Q.5. A.** What are the channels of distribution for rural markets? (8)
- Q.5. B.** Explain the distribution models of FMGC Companies . (7)
- OR**
- Q. 5. C. Short Notes ( Any 3)** (15)
- 1.Importance of Branding.
  - 2.Non-Conventional Media.
  - 3.Rural Housing.
  - 4.Contract Farming.
  - 5.NABARD
- \*\*\*\*\*

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

Time: 2.5 Hours  
75 Marks

Q1)A) Multiple Choice Questions: (Any 8 )  
(8  
marks)

1. Procurement of raw material is the feature of \_\_\_\_\_
  - a) ERP-Marketing Module
  - b) ERP-HR Module
  - c) ERP-Finance Module
  - d) ERP-Purchase Module
2. Cloud based E-CRM includes \_\_\_\_\_
  - a) Cloud based customer services
  - b) Cloud based database
  - c) Mobile computing
  - d) All of the above
3. The full form of OLAP is \_\_\_\_\_
  - a) Online advanced Processing
  - b) Online advanced preparation
  - c) Online Analytical Processing
  - d) Online analytical preparation
4. RFID stands for \_\_\_\_\_
  - a) Radio frequency identification
  - b) Ratio frequency interface
  - c) Radio frequency interface
  - d) None of the above
5. KDD stands for
  - a) Key Data Discovery
  - b) Knowledge Discovery in Databases
  - c) Key Dynamics Data
  - d) Knowledge Draft in Databases
6. \_\_\_\_\_ processes information to support the decision-making process of a manager
  - a) TPS
  - b) DBS
  - c) DSS
  - d) MSS
7. \_\_\_\_\_ means the definition of a valid set of values for an attribute
  - a) Domain Integrity
  - b) Data Mining
  - c) Access Control
  - d) Entity
8. MDSS stands for \_\_\_\_\_
  - a) Marketing Decision Support System
  - b) Management DSS

(1)

- c) Major Decision Support System  
d) Marketing Domain Services System
9. \_\_\_\_\_ programs analyse relationships and patterns in database  
a) MIS  
b) DSS  
c) Data Mining  
d) E-CRM
10. \_\_\_\_\_ are the heterogeneous data sources merged into a single database.  
a) Pattern Evaluation  
b) Data Integration  
c) Data Selection  
d) Data Cleaning

Q1)B) State whether the given statement is True or False: (Any 7) (7 marks)

1. Outsourcing part eliminates risk management part completely.
2. Database server is accessible to all users.
3. Redundancy refers to accuracy of data.
4. Ad-Hoc queries have their specific format defined.
5. Data mining can derive actionable information from large volumes of data.
6. GUI is the level closest to the user.
7. Data cleansing refers to removal of dirty data from warehouse.
8. ERP systems must have modular and open architecture.
9. Internet Bots are example of workflow automation.
10. OLAP queries require multidimensional representation.

Q2) (a) Define MIS. What are objectives of MIS?

(8)

(b) Discuss characteristics of MIS.

(7)

Or

(a) Differentiate between MIS and DSS.

(b) Explain any four applications of DSS.

Q3) (a) What is an ERP? What are the important implementation steps ?

(8)

(b) What is e-SCM? Enlist benefits of e-SCM.

(7)

Or

(a) Define e-CRM. How does it differ from traditional CRM.

(8)

(b) Discuss Privacy issues and CRM

(7)

Q4) (a) What is DBMS and Data warehouse?

(8)

(b) Why do we need database. Explain with one example.

(7)

(2)

Or

- |   |     |
|---|-----|
| (a) Discuss Data mining.                | (8) |
| (b) Explain process flow of data mining | (7) |

Q5) (a) What is Data warehousing? Explain its advantages and disadvantages (8)

(b) Describe cloud computing service model with example. (7)

Or

Q.5 Write short notes on: (Any 3) (15 marks)

1. Characteristics of MIS
2. Data Marts
3. ERP lifecycle
4. Need for Outsourcing
5. Expert System