

Semester End Examination March 2025

S.Y.B. M.S Semester – IV

Subject: Integrated Marketing Communication

Date: 17-03-2025

Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 3 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A.	Multiple Choice Questions (any 8 out of 10)	8 marks
1.	_____ may not seem as stylish and sophisticated's mass media advertising but expenditure on this tool is quite high (a) Internet Marketing (b) Publicity (c) Sales Promotion (d) Advertising	
2.	_____ proposed a model for attitude change which assumes receiver in persuasive communication (a) William McGuire (b) Peter Drucker (c) Edwin Flippo (d) Grifford Pinchot	
3.	According to _____ markets need to recognize that in some situations attitudes develop after purchase, as does learning from mass media (a) Low Involvement Hierarchy (b) Dissonance Attribution Hierarchy (c) Standard Learning Hierarchy (d) Alternate Response Model	

4.	_____ advertisements are placed under specific or particular heading (a) Government (b) Informative (c) Classified (d) Comparing	
5.	_____ is highly credible (a) Advertising (b) Publicity (c) Mail Marketing (d) Direct Selling	
6.	_____ advertising means of response and "capture" of these responses. (a) Email (b) Blogging (c) Direct Response (d) Publicity	
7.	_____ advertising takes place when advertising promotes certain products that are not available or available only in limited quantities (a) Bait (b) Comparative (c) Environmental (d) Fine print	
8.	Cognitive neuroscience provides a holistic view of _____ responses (a) Supplier (b) Trader (c) Consumer (d) mercantile agent	
9.	In DAGMAR letter "G" stands for _____ (a) Grouping (b) Goals (c) Getting (d) Giving	
10.	_____ is often used to introduce a new product or brand on the market. (a) Bonus Packs (b) Sampling (c) Event marketing (d) Refunds	
Q 1.B.	True or False (any 7 out of 10)	7 marks
1.	Hierarchy of affects model was developed by Robert Lavidge and Gary Steiner	
2.	Affordable method is used in top down approach.	
3.	First element of organizational promotional mix is personal selling	

4.	Mobile marketing involves communicating with consumers without cellular device	
5.	Telemarketing is a form of indirect marketing	
6.	PR helps in lead generation	
7.	Publicity is a type of commercial speech	
8.	Organisations need not be careful while framing Ad message	
9.	Salesmanship offers triple rewards	
10.	Scanned data is one of the best way to get results quickly	
Q 2.A.	Explain in detail IMC Planning process	8 marks
Q 2.B.	Explain the hierarchy of effects model	7 marks
	OR	
Q 2.P.	Describe in brief features of advertising	8 marks
Q 2.Q.	Discuss the reason for growth of sales promotion	7 marks
Q 3.A.	Discuss in brief the objectives of Trade Promotion	8 marks
Q 3.B.	Explain Direct mail catalogues with its types	7 marks
	OR	
Q 3.A.	Explain Public Relation with its advantages	8 marks
Q 3.B.	What is the importance of personal selling?	7 marks
Q 4.A.	Explain Quick response Codes	8 marks
Q 4.B.	Explain IMC with Internet with its advantages	7 marks
	OR	
Q 4.P.	Explain outdoor advertising with its merits	8 marks
Q 4.Q.	Explain Dissonance/ Attribution hierarchy	7 marks
Q 5.A.	Write a note on direct marketing on internet	8 marks
Q 5.B.	Explain promotional budgets with its bottom up	7 marks

	approaches	
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Explain Advertising with its objectives	
2.	Role of Sales Promotion	
3.	Write a note on Sponsorship	
4.	Explain reasons for evaluation of IMC	
5.	Write a note on misleading claims with its types	

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Semester End Examination March 2025

S.Y.B. M.S./ S.Y.B.F.M./ S.B.B.I.

Semester – IV

Subject: Business Economics - II

Date: 22-03-25 Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 3 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1. A State whether True or False (any 8 out of 10)

8 marks

1. National income can be accurately estimated.
2. The value of MPC always varies between zero and one.
3. Monetary policy tools include taxation and government spending.
4. The government provides public goods because private markets may not supply them efficiently.
5. High levels of public debt can lead to solvency issues for a government.
6. The fiscal deficit is the same as the trade deficit.
7. Foreign portfolio investment involves direct control of foreign companies.
8. Speculation in the foreign exchange market can cause exchange rate fluctuations.
9. Depreciation of a currency makes exports cheaper and imports more expensive.
10. Hedging in the foreign exchange market helps businesses protect against currency fluctuations.

Q 1. B Multiple Choice Questions (any 7 out of 10)

7 marks

1. What does Macroeconomics primarily study?
 - a) Individual consumer choices
 - b) Overall economic activity
 - c) Business operations
 - d) Personal finance
2. Which concept explains the increase in total income due to an increase in investment?
 - a) Consumption function

- b) Investment multiplier
 - c) Fiscal policy
 - d) Trade surplus
3. Keynesian Aggregate Demand is composed of:
- a) Consumption + Investment
 - b) Only Government Spending
 - c) Only Exports
 - d) Consumption + Investment + Government Spending + Net Exports
4. The difference between the fiscal deficit and interest payment is called
- a) Budget deficit
 - b) Primary deficit
 - c) Revenue deficit
 - d) Monetized deficit
5. Demand-Pull Inflation occurs when:
- a) Aggregate demand exceeds supply capacity
 - b) Production costs increase
 - c) Money supply contracts
 - d) Technological innovations reduce costs
6. Net barter terms of trade is expressed as
- a) Export price to import price
 - b) Quantity of imports to exports
 - c) Productivity index of export to import
 - d) None of these
7. MNC corporations _____
- a) Acquire monopoly power
 - b) Reduce inequality of income
 - c) Creates unemployment
 - d) None of these
8. Fixed exchange rate system was
- a) Unstable
 - b) More stable
 - c) Less stable
 - d) None of these
9. The demand for transaction and precautionary motive is interest
- a) Elastic
 - b) Unit elastic
 - c) Inelastic
 - d) None of these
10. Balance of Payments disequilibrium can be corrected through:
- a) Only monetary policy

- b) Fiscal and monetary policies
- c) Exchange rate adjustments
- d) Trade restrictions

Q 2. A Discuss the various concepts of national income. 8 marks

Q 2. B Explain the phases of Trade cycle. 7 marks

OR

Q 2. A Explain the factors influencing Marginal Efficiency of Capital. 8 marks

Q 2. B Distinguish between classicism and Keynesianism. 7 marks

Q 3. A Explain the quantitative method of credit control. 8 marks

Q 3. B Describe the determinants of money supply. 7 marks

OR

Q 3. A Explain the criticism of cash balance approach. 8 marks

Q 3. B Explain the demand-pull inflation with diagram. 7 marks

Q 4. A Explain the factors influencing incidence of taxation. 8 marks

Q 4. B What is sound finance? Explain its features. 7 marks

OR

Q 4. A Explain FRBM Act in detail. 8 marks

Q 4. B Explain the classification of public debt. 7 marks

Q 5. A Explain the Heckscher-Ohlin theory of international trade. 8 marks

Q 5. B Explain the various types of disequilibrium in the balance of payments position. 7 marks

OR

Q 5. C Short Notes (any 3 out of 5) 15 marks

1. Consumption function.
2. Inflation targeting.
3. Velocity of circulation of money.
4. Gains from trade.
5. Merits of flexible exchange rate system.

S.Y.B.M.S. Semester - IV**Subject: Rural Marketing****Date: 25-03-2025****Duration: 2.5 hours****Marks: 75 marks****Instructions for the candidate:**

1. This question paper contains 2 pages.
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.

Q 1.A.	Multiple Choice Questions (any 8 out of 10)	8 marks
1.	Product strategies in rural marketing include offering _____. (A) Luxury items, (B) Low-cost, high-value products, (C) Imported goods, (D) Limited edition products)	
2.	Promotional strategies in rural marketing often focus on _____. (A) Mass media campaigns, (B) Social media ads, (C) Localized word-of-mouth, (D) High-end product demonstrations)	
3.	Segmentation in rural markets is done based on _____. (A) Income level, (B) Occupation, (C) Geographical location, (D) All of the above)	
4.	A significant problem in rural markets is the _____. (A) Lack of product availability, (B) Lack of communication, (C) Fake brands, (D) High purchasing power)	
5.	The lifestyle of rural consumers is often _____. (A) Urban-oriented, (B) Traditional, (C) Individualistic, (D) Technologically advanced)	
6.	The rural infrastructure in India includes factors like _____. (A) Roads, (B) Electrification, (C) Housing, (D) All of the above)	
7.	The scope of rural marketing includes products like _____. (A) Luxury goods, (B) Consumer durables, (C) High-end electronics, (D) Automobiles)	
8.	Personality traits of rural consumers are influenced by _____. (A) Media exposure, (B) Family and community, (C) Global brands, (D) Personal aspirations)	
9.	One of the most important economic factors affecting rural markets is _____. (A) Income generation, (B) Price sensitivity, (C) Foreign investments, (D) Technological advancements)	
10.	Distribution strategies in rural marketing often rely on _____. (A) E-commerce platforms, (B) Urban retailers, (C) Local haats and mandis, (D) International distributors)	
Q 1.B.	State whether True or False (any 7 out of 10)	7 marks
1.	Rural marketing focuses on promoting products and services primarily in urban areas.	

2.	Rural consumers are more likely to make impulse purchases compared to urban consumers.	
3.	Rural consumers generally respond well to advertisements that focus on status and luxury.	
4.	The rural marketing mix includes elements like product strategies, pricing, distribution, and promotion.	
5.	Rural consumers are primarily influenced by social and cultural factors in their purchasing decisions.	
6.	Packaging and labeling are irrelevant for rural products because rural consumers are less brand-conscious.	
7.	Land use patterns in rural areas have no effect on consumer behavior.	
8.	The scope of rural marketing includes promoting goods and services in both rural and urban markets.	
9.	The rural market in India is smaller in size compared to the urban market.	
10.	Pricing strategies for rural markets often involve high margins to cater to limited consumer spending power.	
Q 2.A.	Define Rural Marketing. What is the Scope of Rural Marketing.	8 marks
Q 2.B.	Explain the Channels of Distribution.	7 marks
	OR	
Q 2.P	What are the Constraints in Rural Marketing.	8 marks
Q 2.Q	What are the Problems of Physical Distribution.	7 marks
Q 3.A.	Elaborate Demographic type of Market Segmentation.	8 marks
Q 3.B.	Explain Rural Infrastructure.	7 marks
	OR	
Q 3.P	Explain Economic factors affecting Rural Consumer Behavior.	8 marks
Q 3.Q	Expand on Rural Roads.	7 marks
Q 4.A.	What are the Characteristics of Rural Consumers.	8 marks
Q 4.B.	What is the Importance of Regulated Markets in marketing of agricultural produce.	7 marks
	OR	
Q 4.P	Describe NABARD. Explain in detail important contributions of NABARD.	8 marks
Q 4.Q	Enumerate Conventional Mass media for Rural Communication.	7 marks
Q 5.A.	Explain Rural Marketing Strategies according to 4Ps.	8 marks
Q 5.B.	What is Public Distribution System.	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	4 A's of Rural Marketing	
2.	Apni Mandi	
3.	Importance of Agricultural market	
4.	Rural recreations	
5.	Swarnjayanti Gram Swarozgar Yojana	

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