

T.Y. BMJ. Sem-V / Reg 4197  
Nov-2019

[Marks: 75]

[Time: 2 1/2 hours]

Please check whether you have got the right question paper.

- N.B.
1. Answer all the questions.
  2. The Marks are assigned on the R.H.S.
  3. Draw Illustrations, diagrams and Schedules wherever necessary.
  4. Use of simple calculator is allowed.

Q.1 A) Match the right and closely related answer from Column Y with the terms given in Column X. (Attempt Any 7 questions)

Column X	Column Y
1) Maritime Logistics	a) Basic activities of Forwarding Logistics like pick and pack, distribution and warehousing.
2) Customer Developer 3 PL	b) Single type of commodity carried.
3) Information Flow in SCM	c) Credit terms, payment schedules, discount information.
4) Standard 3PL	d) Transport of liquids and Gases.
5) Unit Train	e) Cost.
6) Air Transport	f) transmitting orders and updating the status of delivery.
7) Internal Performance Measure	g) 3PL integrates with customer firm and is highest level of 3PL.
8) Pipeline Transport	h) Customer Perception Measurement.
9) External Performance Measure	i) Highly Expensive mode of transport.
10) Financial Flow in SCM	j) Pirate attacks is the key fear.

Q.1 B) Choose Correct Alternative. (Attempt Any 5 questions)

- 1) Following is not part of Logistics Performance Cycle (Total Logistics Cycle)
  - a) Product Life Cycle
  - b) Physical Distribution Cycle
  - c) Procurement Cycle
  - d) Manufacturing Support cycle
- 2) Commitment of the company is viewed as customer service
  - a) as a performance measure
  - b) as a philosophy
  - c) as an activity
  - d) All of the above
- 3) Inter modal transportation which combines air and Road
  - a) Fishy Back
  - b) Birdy Back
  - c) Land Bridge
  - d) Piggy Back
- 4) The correct sequence of Warehouse operation cycle is
  - a) Pick, receive, store and ship
  - b) Pick, store, receive and ship
  - c) Receive, pick, store and ship
  - d) Receive, store, pick, and ship
- 5) The following is not related to Unitisation.
  - a) Containerisation
  - b) RO-RO
  - c) Palletisation
  - d) Water Transport

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- 6) \_\_\_\_\_ measures track historical logistics systems performance for reporting to management.  
 a) Planning  
 b) Monitoring  
 c) Controlling  
 d) Directing
- 7) The following is not Asset Performance measure of Logistics Performance.  
 a) Inventory Carrying Cost  
 b) Return on net assets  
 c) Ordering Cost  
 d) Return on Investment
- 8) What does the acronym EDI stand for?  
 a) Enterprise Data Information  
 b) Electronic Data Infrastructure  
 c) Enterprise Data Interchange  
 d) Electronic Data Interchange
- 9) 3PL is a \_\_\_\_\_ approach with comparing to 4 PL.  
 a) Broader  
 b) Wider  
 c) narrow  
 d) Both a and b
- 10) The cost of insurance and taxes are included in  
 a) Inventory Carrying cost  
 b) Cost of stock-outs  
 c) Ordering cost  
 d) Set up Cost

Q.2 A. Discuss Total Cost Approach (TCA) of logistical costing & compare TCA with Traditional costing.  
 B. Discuss the Internal & External Logistics Information System. (LIS).

(8)  
(7)

OR  
 C. Explain any 05 functions of Logistics Management.  
 D. From the following data, calculate a 3 period weighted moving averages from 4<sup>th</sup> Month to 8<sup>th</sup> Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value.

(5)  
(10)

Period (Month)	1	2	3	4	5	6	7	8
Demand in Units	120	130	145	160	170	190	200	?

Q.3 A. Define Logistics Infrastructure. Discuss the advantages & limitations of Inland Container Depot (ICD).  
 B. Discuss principles of Warehouse Layout designing  
 OR  
 C. Explain External Performance Techniques in Logistics Performance Measurement System.  
 D. Discuss the different stages (phases) of integration in SCM (Supply Chain Management) with the help of diagram.

(8)  
(7)  
(8)  
(7)

Q.4 A. Define Safety Stock Level. What are the factors on which Safety Stock Level depends? Daily consumption of a raw material in the production process is 600 units. Lead time for delivery is 4 Days. Company's policy is to keep a safety stock equal to four day's daily consumption to guard against stock out. Calculate Re-Order Level.

(8)

B. Explain importance and Principles of Transportation. Also discuss Transportation functionality.

(7)

OR

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- C. Discuss the concept of integrated logistics with respect to Inbound, Outbound & Manufacturing Support Logistics.
- D. Discuss RFID & EDI, and also explain their merits and demerits.

Q.5 Write short notes on following. (Attempt Any 3 Questions out of 5)

1. 3PL Vs. 4PL
2. Logistics and 3Cs
3. Merits and Demerits of Air Transportation
4. Global Logistics Trends.
5. Benefits of Good packaging.

OR

Q.5 Case Study – Read following case and attempt the given below questions.

Super Robots is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sale and build-up of unwanted inventory.
- There are high marketing and promotional costs. If these programs go out, the sales drop massively.
- Any misjudge of the market can also mean closing down of the company.
- The company has problems regarding stock holding at its distribution centers. This is mainly due to wrong inputs from feedbacks and improper surveys.
- The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors.

You are called upon by the management of Super Robots to head their logistics operations. You are required to study and guide the company regarding the following matters.

- a) Warehousing at distribution centers and large retailers to cut down inventory costs plus other suggestions in order to reduce inventory carrying costs. (5)
- b) Advantages of outsourcing in terms of preparing girls' and boys' toys, toys in local languages, toys for different age ranges, packaging, effecting savings on damages/transport, responding fast to customers' requests, etc. (5)
- c) How to cut down cost on advertisement campaigns by alternative forms of spreading awareness? (5)

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( 2½ Hours )

[Total Marks: 75]

Note – Attempt all questions

Figures to the right indicate full marks

Q.I A) Choose the correct alternative (Any 8)

(08)

1. The word.....is short form for “web blog” (blog, skype, email )
2. Communicating with .....public is known as financial communication (consumer, financial, government)
3. Majority of corporate crisis arises due to .....problems (external, internal, public)
4. ....is the first step for effective media relations (research, press materials, third party experts)
5. The identity of defendants are unknown at the time of filing of petitions as per .....(RTI, Defamation, John Doe Orders)
6. ....refers to collective judgement of a corporation (image, brand, reputation)
7. ....theory uses the economic metaphor of cost and benefit to predict behavior (social exchange theory, systems theory, diffusion theory )
8. ....is the most important part of public relations (press relations, employee relations, investor relations)
9. ....allows to connect a variety of different electronic devices wirelessly (Satellites, LAN, Bluetooth )
10. Public relations have emerged as a .....communication network ( national, global, multinational)

Q.I B) Match The Following (Any 7)

(07)

1 Situational theory	A culture
2 Written defamation	B slander
3 spoken defamation	C talking in jargon
4 Powerful segment of society	D libel
5 Classic mistake	E Web Conferencing
6 Traditional method	F publically available
7 Interact over internet	G Stakeholders
8 External blog	H press conferences
9 E-zines	I stockholders
10 Financial communication	J online magazines

Q.II A) Explain corporate identity. Mention its features

(08)

B) Explain Copyright Act in brief

(07)

OR

C) Enumerate on role of ethics in corporate communication

(08)

D) Discuss relevance of corporate communication

(07)

- Q.IIIA) Explain systems theory used in public relation with diagram (08)  
B) Define public relation. Discuss its essentials (07)  
**OR**  
C) Discuss the influence of social and cultural trends on business of the company (08)  
D) Discuss the growth of PR in India (07)
- Q.IVA) What is financial advertising? State its advantages (08)  
B) What are the sources of employee communication? (07)  
**OR**  
C) Elaborate on the guidelines for handling crisis (08)  
D) Discuss principles of good media relations (07)
- Q.V A) Enumerate on the functions of communication technology in corporate communication (08)  
B) Explain different types of corporate blogs (07)  
**OR**  
C) Write Short Notes (Any 3) (15)  
i. Really Simple Syndication  
ii. Press Release  
iii. E-Media relations  
iv. Crisis management  
v. RTI
-

Time: 2½ Hrs.

Marks: 75

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

Q.1. (A) Match the column (any Eight)

(08)

	Group A		Group B
A	Produced & consumed at same place	1	Perishability
B	Services cannot be stored	2	Customer involvement in process
C	People Based Services	3	The graphical depiction of a service
D	Self Service	4	Creates individuality in the product
E	Service Scape	5	Service Marketing strategy
F	Blue print	6	Labour intensive
G	Branding	7	An instrument to measure customer satisfaction level
H	Service marketing triangle	8	Setting standards
I	SERVQUAL	9	Physical environment of service
J	Benchmarking	10	Inseparability

Q.1. (B) State where the following statements are true or false (any seven)

(07)

- Teaching is a high contact service.
- Services are Homogeneous.
- Customers do not participate in the production process of services.
- Services can be patented.
- The role of Public Relations is to build and maintain image of service marketer.
- SERVQUAL is developed by Parasuraman, Zeithaml and Berry.
- Misleading claims backed by poor service performance is one of the ethical issues in service marketing.
- The transnational strategy is a combination of the global strategy, the multinational strategy and the international strategy.
- Price plays vital role in the marketing mix because it gives perception of the quality.
- Process, price and people are the extended P's of marketing.

Q.2. (A) Explain the distinctive characteristics of services and its implications.

(08)

(B) Distinguish between: Goods marketing and Services Marketing

(07)

OR

2

(C) What are the different ways of distributing services? Explain the role played by Franchising in distributing services. (08)

(D) What is service mapping? Explain the four lines of service map (07)

Q.3. (A) Explain the Gap Model of service quality. (08)

(B) Explain the strategies for managing capacity to match demand. (07)

OR

(C) Explain the concept of service productivity and evaluate ways to improve productivity (08)

(D) What is Service Quality? What are the five dimensions of quality? (07)

Q.4. (A) what are the international and global strategies in services marketing? (08)

(B) Explain the concept of zone of tolerance with an appropriate example (07)

OR

(C) What are the recent trends in marketing of services in Banking? (08)

(D) What are the unethical practices in service marketing with suitable examples? (07)

Q.5. (A) Explain the different elements and factors favouring adoption of transnational strategy (15)

OR

Q.5. Write a short note on any Three of the following (15)

- a) Options for Service delivery
- b) Importance of people in service delivery.
- c) Variations in customer involvement
- d) Moment of Truth
- e) Challenges faced by Service Marketer.

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Marks : 75

(2 ½ Hours)

- NB: (1) All Questions are Compulsory.  
(2) Figures to the right indicates full marks

Q1) A) State whether the following statements are TRUE or FALSE (any 8) . (08)

1. Digital cash is suitable for small transactions.
2. There is no grace period for debit card.
3. Yahoo.com was launched after the birth of Google.com
4. Search Engine Marketing is a short term approach.
5. E-commerce includes business to business transaction only
6. Podcasts lacks interactivity.
7. Trojan horse is the unauthorized use of services and harassment by email.
8. Campaign Marketing requires very less money for effective execution.
9. A credit card is a credit system in retail transactions which has a pre set spending limit based on the user's credit limit.
10. E communication is the communication using electronic media.

Q1) B) Select the most appropriate alternative answer. (Any 7) (07)

1. \_\_\_\_\_ is trading in products or services using computer networks  
a) E Commerce b) Motivating c) cooperation.
- 2 The \_\_\_\_\_ market enable the suppliers to directly interact with buyers that by eliminating distributors.  
a) B2B b) C2C c) A2B
- 3) In India the \_\_\_\_\_ of e-commerce is due to cash on delivery payment option.  
a) Failure b) Success c) Training.
- 4) E-commerce enhances the promotion of products and services to direct information and interactive contact with \_\_\_\_\_  
a) customers b) students c) children.
- 5) E-commerce in education has led to \_\_\_\_\_  
a) Personalized banking b) modification c) Globalization.
- 6) \_\_\_\_\_ refers to the management of a network of interconnected business involved in the ultimate provision of product and service packages required by the end customers.  
a) Supply Chain Management b) customer relationship management c) personal management
- 7) \_\_\_\_\_ also is known as click and mortar business model.  
a) Brick and mortar b) brick and click c) Pure online.
- 8) \_\_\_\_\_ allows card holding customers to perform routine banking transactions without interacting with the human teller.  
a) RTGS b) IMPS c) ATM.
- 9) \_\_\_\_\_ is an approach that recognizes that customers are the core of business and that the company success depends effectively.  
a) personal management b) customer relationship management c) Web design.
- 10) \_\_\_\_\_ is a financial Exchange that takes place on line between buyers and sellers.  
a) E -payment b) Cyber crimes c) Fraud.

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- Q2 a) What do you mean by E-commerce? Explain its features. (08)  
b) Explain how social cultural factors affect e business. (07)

OR

- c) Discuss the trends in e-commerce in government sector. (08)  
d) Distinguish between traditional commerce and e-commerce. (07)

- Q3 a) Discuss the steps in launching e-business. (08)  
b) Explain the advantages and limitations of enterprise resource planning. (07)

OR

- c) Explain the significance of a e business in today's competitive world (08)  
d) Justify the superiority of bricks and click model over pure online model (07)

- Q4 a) Explain the issues relating to privacy and security in E business. (08)  
b) What do you mean by payment gateway? Explain its advantages. (07)

OR

- c) Write a detailed note on IT Act 2000. (08)  
d) Discuss the need for e-commerce laws. (07)

- Q5 a) What do you mean by digital marketing? Discuss its evolution. (08)  
b) Explain the concept of online advertisement along with its benefits. (07)

OR

- Q5 Write Short Notes (Any 3). (15)

- 1 Limitations of content marketing.
  - 2 Smart Card
  - 3 Myths of E Commerce .
  - 4 Benefits of B2B E Commerce.
  - 5 E Mail Marketing.
-

Marks: 75

Time: 2 ½ Hrs

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 a) State whether the following statements are true or false. (Any 08) (8)

- 1) Distribution management is next to production management.
- 2) Channel policy must be updated with market dynamics.
- 3) Articles of mass consumption are sold through exclusive distribution.
- 4) Channel of distribution starts with consumer.
- 5) Profitability levels in an organisation are market dependent.
- 6) Jury of executive opinion has scientific validity.
- 7) Intra-personal conflict is often called individual level conflict
- 8) Better selling is the key to better business
- 9) Distribution in virtual world facilitates face to face meeting.
- 10) CRM provides competitive advantage.

Q.1 b) Match the column (Any 07) (7)

1	Threat of new entrants	A	Kenneth Thomas
2	Intensive distribution	B	Key performance indicator
3	Conflict resolution	C	Break the bulk
4	In adequate presentation	D	Unethical practice
5	Client centred selling	E	Maggie
6	Efficiency to Effectiveness	F	Hurdle to salesperson
7	Intermediaries	G	Recent trend
8	Misrepresentation	H	Problem Solving
9	KRA	I	Competitors
10	Sales report	J	Indirect method of supervision and control on sales force

Q.2 (8)

- a) Explain the qualities of sales manager (7)
- b) Explain any 3 structures of sales organisation.

OR

- c) Explain the importance of distribution management. (8)
- d) Discuss the various development in sales management. (7)

Q.3. (8)

- a) What are the methods of sales forecasting? (7)
- b) What are the different types of sales closing techniques?

OR

- c) Elaborate the process of selling. (8)
- d) Discuss different types of selling strategies. (7)

Q.4

- a) Who are channel partners? Discuss functions of wholesalers.
- b) What are the factors affecting the choice of distribution channel?

(8)  
(7)

OR

- c) What are the types of channel conflict? Explain with suitable examples. Discuss the ways to resolve conflicts.

(15)

Q.5

- a) Explain the methods of sales evaluation.
- b) Explain new trends in sales and distribution management.

(8)  
(7)

OR

Q.5 Short notes (any 03)

(15)

1. Ethics in sales.
2. Selling skills
3. Sales Quota
4. Sales management audit.
5. KRA

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- v) Service delivery GAP 4 is a communication gap.
- vi) Customer value management(CVM) is also known as customer value added approach.
- vii) CRM strategy focuses only on creation of valuable customers.
- viii) E-CRM is derived from e-commerce.
- ix) Cloud computing software is efficient means for collecting customer data.
- x) CRM maintains relationship with customers by frequent contacts so as to obtain their maximum data.

**Q.2**

- a) Explain SLA and main elements of good SLA? (8)
  - b) Explain the challenges and barriers in implementing CRM. (7)
- OR**
- c) Write a note on Service level Agreement (8)
  - d) Define CRM and explain its components in detail (7)

**Q.3.**

- a) What is Data Management? Discuss different types of Data? (8)
  - b) Discuss Customer Profitability and value Modelling (7)
- OR**
- c) What are the quality issues identified in the data. (8)
  - d) Explain customer retention and methods to improve customer retention? (7)

**Q.4.**

- a) Write in detail the steps for implementing a CRM program (8)
  - b) What are the complexities of CRM strategy (7)
- OR**
- c) Explain CRM Strategy Cycle. (8)
  - d) Explain the concept of Knowledge Management (7)

- Q.5. a) Explain the features of E-CRM (8)
- b) Explain the software App for Customer Service. (7)

**OR**

- Q.5. c) Write Short notes on the following (Answer Any 3) (15)
  - i) E-mail response system
  - ii) Social Networking and CRM
  - iii) Levels of E-CRM
  - iv) Ethical Issues in CRM
  - v) Recent trends in CRM

(2 ½ Hours)

Marks : 75

- NOTE- i) All the questions are compulsory subject to internal choice.  
ii) Figures to the right indicate full marks.

**Q.1 A) Multiple choice questions: (Answer any 8)**

(8)

- i) Long term CRM involves \_\_\_\_\_ operational cost.  
a) high      b) low      c) medium      d) none
- ii) \_\_\_\_\_ means transferring the call to the available agent to reduce the waiting time of the customers.  
a) call routing      b) call scripting      c) personalization      d) channel optimization
- iii) \_\_\_\_\_ is an act of selling additional products to customers.  
a) cross-selling      b) upselling      c) both a & b      d) none
- iv) \_\_\_\_\_ is a method of recommending products or services to customers on websites.  
a) clickstream analysis      b) online analytical process      c) collaborative filtering  
d) Traffic analysis
- v) A service level agreement(SLA) is a tool for building \_\_\_\_\_ relationship with high value customers.  
a) formal      b) informal      c) shared      d) none
- vi) \_\_\_\_\_ is the heart of selling process.  
a) customer delight      b) customer satisfaction      c) customer retention      d) customer loyalty
- vii) \_\_\_\_\_ is also known as opportunity management.  
a) customer relationship management      b) lead management  
c) contact management      d) knowledge management
- viii) Privacy laws protect the interest of \_\_\_\_\_.  
a) customers      b) employees      c) organizations      d) all
- ix) \_\_\_\_\_ relationship exists when a customer has tried a product for the first time.  
a) acquaintance      b) friend      c) partner      d) stranger
- x) \_\_\_\_\_ are calculations or summaries of historical information that often compares trends over times.  
a) business view data      b) warehouse data      c) transaction data      d) reference data

**Q.1. B) State whether the given statements are true or false:- (Answer any 7)**

(7)

- i) Win back is the first stage in the CRM strategy cycle.  
ii) Cyber agents are viable means of providing basic customer support.  
iii) Event based marketing is also known as trigger marketing.  
iv) Calls made by customers to the call centres is a part of inbound communication.