

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B:

1. All questions are compulsory
2. Give **suitable** examples and diagrams /figures where necessary
3. Use of **simple** calculator is **permitted**
4. All questions carry **equal** marks

Q1. Prepare a Direct Marketing Plan for **ANY ONE** of the following (15)

a. Bicycle

OR

b. Restaurant

Keeping in mind the following

- i. Product Offering
- ii. Lead Generation
- iii. Database Management
- iv. Methodology or Channels used (e.g. Mailers, Sampling, DRTV etc.)

Q2. a. Calculate the lifetime value of Ms.Deepika Padukone as on 2014 from the following given data; (15)

Particulars	2012	2013	2014	2015	2016	2017
Sales	1,05,050	1,35,315	1,86,555	2,03,404	2,32,301	3,01,102
Direct Revenue	7,105	5,207	5,050	1,125	6,200	3,024
Referral	1,045	1,258	1,014	1,059	1,347	1,002
Bad Debts	3,201	955	6,504	4,013	5,007	2,020
Discount	4,020	8,150	5,014	1,020	2,003	1,245
Telemarketing	6,000	10,000	9,000	9,000	8,000	6,000

Note: 1. Figures are in Rupees

2. Rate of Interest on Loan is 10%

OR

b. Define Integrated Marketing Communication (IMC). Explain its various tools. (07)

c. Write a note on Telemarketing. (08)

Q3. Answer the following

a. A catalogue is an important tool of Direct Marketing. Explain the various types of catalogues (07)

b. What is Customer Relation Management (CRM)? Explain its features. (08)

OR

c. Distinguish between Mass Marketing versus Direct Marketing (07)

d. Explain the various principles of Direct Marketing (08)

Q4. Answer the following

a. Database in-house or through a bureau. Explain (07)

b. What is Direct Mail? State its advantages (08)

OR

- c. How is market segmentation used in Direct Marketing? (07)
- d. What are the various factors for the growth of Direct Marketing in future? (08)

Q5. Write Short Notes on (ANY THREE) (15)

- a. List Vendors
 - b. Approaches of Direct Marketing
 - c. Cross Selling and Up-selling
 - d. Infomercials
 - e. Direct Response Print Ad
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