

QP Code : 21105

(2½ Hours)

[Total Marks : 75

- N.B. : (1) All questions are Compulsory.
 (2) Figures to the right indicate full marks.

1. (a) Define marketing and explain its importance. 8
 (b) Discuss the classification of services. 7

OR

- (a) Explain the importance of marketing mix elements. 8
 (b) Elaborate on the marketing mix in insurance. Give examples. 7

2. (a) What are the factors affecting channel decisions ? 8
 (b) Explain the features of marketing research. 7

OR

- (a) Write a note on sales research and consumer research. 8
 (b) State and discuss the logistical objectives for banking companies. 7

3. (a) What are the different types of buying behaviours ? 8
 (b) Explain the different dimensions of quality. 7

OR

- (a) Explain how can a company develop customer conscious employees. 8
 (b) What is the GAP model in services ? How can these gaps be closed ? 7

4. (a) Define advertising and explain its functions 8
 (b) Define branding and explain the characteristics of a good brand name. 7

OR

- (a) Define Integrated Marketing Communication (IMC) and explain the reasons for the growing importance of IMC. 8
 (b) Explain the factors contributing to the growth of rural marketing. 7

5. Write short notes (Any three) :- 15
 (a) Social Marketing
 (b) Ethics in Marketing
 (c) Factors Affecting Buying Behaviour
 (d) Promotion Research
 (e) Banking Products.