

marketing

TYBCBI V Sem

MBJ- 14

QP Code : 05271

(2 Hours)

[Total Marks : 75]

- N.B. : (1) All questions are compulsory Subjected to internal options.
(2) Figure to right indicate full marks.
(3) Draw diagram wherever necessary.

1. (a) Explain the characteristics of services 8
(b) Define Marketing. Explain its scope. 7
OR
(c) What are the various factors influencing the choice of a service location? 8
(d) Explain the 7 P's in the Banking Service Marketing Mix. 7
2. (a) Define Marketing Reserch. Explain its importance. 8
(b) Explain the different factors influencing channel decisions. 7
OR
(c) Define Marketing Logistics. Explain the objectives of Marketing Logistic. 8
(d) What is meant by consumer research? Explain the need for consumer research. 7
3. (a) What are the important factors influencing buying behaviour? 8
(b) Explain the importance of personnel in services. 7
OR
(c) Explain with the help of diagram GAPS Model. why do GAPS Occur? Suggest different ways by which GAPS can be closed. 15
4. (a) Explain with the help of examples the various factors affecting brand image. 8
(b) Explain the different steps involved in developing and effective Integrated communication and promotion programme. 7
OR
(c) Explain with examples, any **eight** types of branding. 8
(d) Explain the different problems associated with rural marketing. 7
5. Write notes on (Any three) 15
(i) Importance of Marketing
(ii) Physical goods v/s Services.
(iii) Role of Marketing channels.
(iv) Types of buying behaviour
(v) e-commerce types.