

TY BCB I V Sem

Oct-15

QP Code : 24302

M B I - Oct - 15

(2 ½ Hours)

[Total Marks : 75

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

1. (a) State and explain the scope of marketing. 8
(b) Define Services and explain the classification of services. 7
- OR
1. (a) Explain the Marketing Mix in Banking and Insurance sector with examples. 8
(b) What are the various factors influencing the choice of service location? 7
2. (a) Define Marketing Channel. Explain the role of marketing channels. 8
(b) What is Marketing Research? Explain the importance of marketing research. 7
- OR
2. (a) Explain (i) Features of Consumer Research. (ii) Need for Consumer Research. 8
(b) Discuss the factors influencing buying behaviour. 7
3. (a) Explain the importance of Personnel in services. 8
(b) What are the different Gaps in Service Quality? How can the Service Gaps be closed? 7
- OR
3. (a) Explain the different types of advertising media used for promoting services. 8
(b) State and explain (i) Benefits of IMC (ii) Barriers to IMC. 7
4. (a) Explain the scope of rural marketing in India. 8
(b) What are the problems associated with rural marketing in our country? 7
- OR
4. (a) Discuss 'The Marketing Challenges in the 21st century'. 8
(b) What is web marketing? Explain the reasons for using web marketing. 7
- 5 Write short notes (any three) of the following :- 15
(a) Sales Research
(b) Brand Image
(c) Logical Objectives in Insurance products.
(d) Functions of Advertising
(e) Ethics in Marketing.