

Q.P. Code : 279601

(2½ Hours)

| Total Marks : 75

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

1. (a) Define marketing. Explain the scope of marketing. 8
 (b) Explain the characteristics of services. 7

OR

- (a) Describe the factors influencing the choice of location. 8
 (b) Elaborate on the marketing mix in banking-sector. Give examples. 7

2. (a) Explain the role of marketing channels. 8
 (b) Discuss the importance and role of marketing research. 7

OR

- (a) Write a note on promotion and sales research. 8
 (b) Discuss the logistical objectives for insurance products. 7

3. (a) What are the factors influencing buyers behaviour? 8
 (b) Explain the buying behaviour process. 7

OR

- (a) State and explain the importance of 'Personnel' in services. 8
 (b) Discuss the GAP Model. 7

4. (a) What are the different types of branding in services? 8
 (b) Define advertising. Explain the functions of advertising. 7

OR

- (a) Explain :- (i) Benefits of IMC (ii) Barriers to IMC. (Integrated Marketing Communication) 8
 7

- (b) Discuss the scope of rural marketing in India.

5. Write short notes (Any three) :- 15

- (a) Physical Goods v/s Services
 (b) Need for Consumer Research
 (c) Classification of Services
 (d) Web Marketing
 (e) Ethics in Marketing.