

“QUESTION PAPER MUST BE ATTACHED ALONGWITH THE ANSWER BOOK.”

LG-88

November, 2016

MARKETING AND PUBLIC RELATIONS

Reg. No.

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[Time : 3 Hours]

[Total Marks: 100]

Answer **EIGHT** questions only. Question number **10** is compulsory which carries **16** marks.
Any **7** questions from **Q. No. 1 to Q. No. 9** which carries **12** marks each.

- | | Marks |
|---|--------------|
| Q.1. Write short notes on (any three) of the following : | 4 each |
| a) Moments of truth. | |
| b) Levels of quality. | |
| c) Dissonance. | |
| d) Customer charter. | |
| Q.2. Distinguish between (any three) of the following: | 4 each |
| a) Consumer vs. Customer. | |
| b) Product differentiation vs. Product mix. | |
| c) Insurance broker vs. Corporate agents. | |
| d) Satisfaction vs. Expectation. | |
| Q.3. Describe in brief (any three) : | 4 each |
| a) Business ethics. | |
| b) Flexible options. | |
| c) Strokes. | |
| d) Barter system. | |
| Q.4. Discuss the following (any two) : | 6 each |
| a) Market research. | |
| b) I.R.D.A.I. code of conduct for insurance agents. | |
| c) Relationship marketing. | |
| Q.5. Discuss the following (any two) : | 6 each |
| a) “Public relations are more effective in image building of an organization then advertisement.” | |
| b) Bancassurance | |
| c) Checklist & Steps of service | |

- Q.6. Discuss the following (**any two**): 6 each
- a) CRM
 - b) Strokes
 - c) Barriers to entry
- Q.7. Define marketing strategy. As marketing manager of a business organization, what Strategy you will formulate : 12
- a) For introducing a product in rural areas?
 - b) For launch of a new product in urban area where multiple competitors are operating?
- Q.8. Critically examine the grievance handling mechanism adopted by Insurance Companies. 12
- What improvement, if any, need to be made in the system? Also examine I.R.D.A.I guidelines in the subject.
- Q.9. Describe distinguishing characteristics of services with example. 12
- Q.10. "Marketing is not just a battle of products; it is a battle of perceptions". 16
- Explain with special emphasis to Indian Insurance Industry.

End