

"QUESTION PAPER MUST BE ATTACHED ALONGWITH THE ANSWER BOOK."

LG-88

May, 2016

MARKETING AND PUBLIC RELATIONS

Reg. No.

--	--	--	--	--	--	--	--	--	--

[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) Merchandising. | |
| b) FDI in insurance sector. | |
| c) Business ethics. | |
| d) Human Resource Management. | |
| Q.2. Distinguish between any three of the following giving examples: | 4 each |
| a) Insurance Ombudsman vs. Consumer Forum | |
| b) Satisfaction vs. Expectations | |
| c) Marketing vs. Selling | |
| d) Product Life Cycle vs. Product Mix | |
| Q.3. Describe in brief any three of the following: | 4 each |
| a) Characteristics of rural insurance marketing. | |
| b) Error free service. | |
| c) Reward System. | |
| d) Code of conduct for insurance agents. | |
| Q.4. Discuss any two of the following: | 6 each |
| a) The Middle Manager | |
| b) Product Obsolescence | |
| c) Customer Ecstasy | |
| Q.5. Elaborate on any two of the following: | 6 each |
| a) "Insurance marketing is relationship marketing." | |
| b) Promotional media for rural market. | |
| c) Product life cycle. | |
| Q.6. Discuss any two of the following: | 6 each |
| a) Benefits of marketing segmentation. | |
| b) Corporate Social Responsibility. | |
| c) Branding. | |

- | | | |
|-------|---|----|
| Q.7. | What do you understand by quality of service? why is quality of service important? What is a customer Satisfaction survey? | 12 |
| Q.8. | Highlight the role of public relations in image building of an insurance company. Examine its effectiveness vis-a vis advertisement. | 12 |
| Q.9. | Discuss what are the various forums available to an aggrieved policyholder for redressal of his grievance? How far they are effective? Give reasons. | 12 |
| Q.10. | You are appointed as a Marketing Manager of a company that wants to introduce a new mobile phone into the market. Your main competitor is Nokia & Samsung which have built great brand loyalty over the years. Build a strategy to be followed in marketing your brand of mobile phone. | 16 |

End