May, 2014

MARKETING AND PUBLIC RELATIONS

Reg. No.

[ Time : 3 Hours ]

[Total Marks : 100]

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

Marks

Q. 1 Write Short Notes on the following: (any three)
   a) Consumer Focus
   b) Dissonance
   c) Complex Consumer Behaviour
   d) Product Image

   4 each

Q. 2 Explain the following: (any three)
   a) Marketing Programmes and Activities
   b) Comparison of Data
   c) Product Obsolescence
   d) Banks as Brokers

   4 each

Q. 3 Evaluate the following: (any three)
   a) Organisation Structure
   b) Social Responsibility
   c) Relationship Marketing
   d) Strokes

   4 each

Q. 4 Discuss the following: (any two)
   a) Individuals and Collectives
   b) The middle Manager
   c) Moments of Truth

   6 each

Q. 5 Elaborate the following: (any two)
   a) Customer Charters
   b) Scope of Marketing is wider than Selling
   c) Direct Marketing is Cost-effective

   6 each

Q. 6 Write Short Notes on following: (any two)
   a) Socio-Economic Categories
   b) Flexible Options in Marketing
   c) Mis-Selling

   6 each

Q. 7 Define Branding and explain its distinctive difference factors.

   12

Q. 8 Opine on the learning curve for people at work and the role of reward systems for them.

   12
Q. 9  Discuss critically utility of an Anti-Fraud Policy from dimensions of marketing & consumerism and perspectives of managing ethics.

Q. 10  Discuss the importance of cost reduction and its effective classification approach towards enhancement of productivity.

END