November, 2015
MARKETING AND PUBLIC RELATIONS

[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 16 marks each.

Q. 1. Write short notes on any three of the following:
   a) Branding.
   b) Components of Marketing Mix
   c) Barriers to entry.
   d) Consumer Behaviour

Q. 2. Distinguish between any three of the following:
   a) Customer vs. Consumer
   b) Product Differentiation vs. Product Mix.
   c) Goods vs. Services
   d) Public Relation vs. Advertisement.

Q. 3. Describe in brief any three of the following:
   a) Direct Marketing.
   b) Essentials of Human Resource Management (HRM)
   c) Moments of truth.
   d) Positioning

Q. 4. Discuss any two of the following:
   a) Checklist of commitment to service.
   b) Statutes governing insurance business in India.
   c) Product Image

Q. 5. Elaborate any two of the following:
   a) What factors Insurance Company should consider while designing a new product.
   b) Systems approach to Marketing
   c) Customer Perceptions

Q. 6. Write Short notes any two of the following:
   a) "Markets are old; Marketing is new".
   b) Methods to measure cost.
   c) Distribution channels & channel conflict.

Q. 7. As marketing Manager of an insurance company, what public relations modes you will adopt for launching a new product in rural area?

Marks
4 each
4 each
4 each
6 each
6 each
6 each
12
Q. 8. “Marketing and Consumerism complement each other”. Critically examine the statement with reference to Life Insurance Industry in India.

Q. 9. What mechanism an insurance company should develop to handle Policyholders complaints relating to;
   a) Mis-selling
   b) Non-settlement of claim.

Q. 10. What is Corporate Social Responsibility (CSR)? What are typical CSR activities & what are the benefits of CSR? As CMD of your company how would you manage CSR?

End