October, 2013

MARKETING AND PUBLIC
RELATIONS

[ 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.

Q.1 Write short notes (any three):
   a) Perception
   b) Quality in Service Industry
   c) Indian rural market
   d) Business Ethics

Q.2 Elaborate the following terms (any three):
   a) Product Pricing
   b) Costs of Quality
   c) Perishability of Service
   d) Tools for Quality Control

Q.3 Evaluate the following (any three):
   a) Product Development
   b) Organisation Structure
   c) Spirituality V/s Religiosity
   d) Money – Laundering

Q.4 Discuss the following (any two):
   a) Evaluation of Data
   b) Consumer Needs and Wants
   c) Systems Approach to Marketing

Q.5 Distinguish between (any two):
   a) Public Relation and Publicity
   b) Marketing and Consumerism
   c) Marketing and Selling

Q.6 Explain the following (any two):
   a) Product Life Cycle
   b) Levels & Costs of Quality
   c) People are Managers
Q.7   Elaborate the elements of the Marketing Mix.

Q.8   As a Marketing Manager, describe how you will establish a system to
      Monitor and measure customers' needs and expectations?

Q.9   Discuss the special features and the impact of different distribution
      channels / intermediaries on marketing of insurance products with reference
      to Indian market.

Q.10  Evaluate critically the five gaps to be managed regarding the quality in
      services.

END