Q.1 Write short notes on following (any three):
   a) Marketing and Consumerism  
   b) Barriers to Entry
   c) Inseparability of Service
   d) Process of Unlearning

Q.2 Distinguish between (any three):
   a) Satisfaction and Expectation
   b) Public Relation and Advertising
   c) Product Promotion and Sales Promotion
   d) Brand and Merchandising

Q.3 Evaluate the following (any three):
   a) Insurance Agents
   b) Complaint Handling
   c) Cost Reduction vis-a-vis Productivity
   d) Policy-Holder’s Interests

Q.4 Discuss the following (any two):
   a) Market Research
   b) Consumer Search for Alternatives
   c) Marketing Management Process

Q.5 Elaborate the following (any two):
   a) A customer identifies a product by its brand
   b) Customer is the central theme of marketing
   c) Handling Customer Complaint is a sensitive matter

Q.6 Write short notes on following (any two):
   a) Market Segmentation
   b) Customer Relationship Management (CRM)
   c) Merchandising

Q.7 Elaborate how the different stages of product cycle, influences all the activities of a business organisation?

Q.8 What is the scope and characteristics of Indian Rural Market?
Which promotional medias are best suited for it?

Q.9 Examine the Terms “Insurance Penetration” and “Insurance Density” as economic indicators and provide their levels since opening up of insurance sector for private participation.

Q.10 “Markets are Old, Marketing is New” Critically examine the statement with reference to difference in approach.