

MBA (MK 02) Second Model Paper

Section A : All part are compulsory

2 marks each

- a) Define Service Marketing
- b) Define Rural Marketing.
- c) What is Integrated Marketing Communication ?
- d) What is Diffusion of Innovation?
- e) Define Brand Portfolio.
- f) Define Brand Sponsorship.
- g) Who is Wholesaler?
- h) What do you mean by Price?
- i) What do you mean by Public Relation?
- j) Define Logistics.

Section B Attempt any Three

10 marks each

Que 1) What is Relationship Marketing and Relationship Management. Give the types of Relationship Management.

Que 2) What do you mean by Promotion. Explain Communication Development Process

Que 3) What do you mean by Mobile Marketing? Explain its types

Que 4) What do you mean by Marketing Mix? How would you develop effective Marketing Mix. Explain in detail.

Que 5) What do you mean by Brand Equity? How Brand Equity Develops.

Section C Attempt one from each

10 marks each

Que 1) Define Marketing and its significance to Customers and to Marketer.

OR

Give difference between Marketing and Sales

Que 2) Give classification of Product

OR

Explain Product Line Strategies?

Que 3) Explain types of Logistics Activity and significance of Logistics Management

OR

Give characteristics of Rural Market

Que 4) How do you prepare Marketing Communication Budgets

OR

Explain Process of Diffusion of Innovation.

Que 5) What are the different P's of Service Marketing ?

OR

Explain different factors affecting Channel of Distribution.