

M.B.A. (CBCS Pattern) Semester-IV
PCB4EA4 / SP04 - Advanced Marketing Techniques

P. Pages : 1

Time : Three Hours



GUG/W/24/10723

Max. Marks : 70

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. Why does the need for global marketing arise? Explain in brief. **14**
2. What are the new global source strategies for new entry? Explain the global marketing using internet? **14**
3. Discuss the role and importance of strategic marketing? Elucidate the strategic marketing planning process. **14**
4. What are the benefits of a value chain analysis? Explain the growth strategies. **14**
5. Communicating with rural consumer is big challenge for marketers. How would you design an effective communication and media strategy to reach rural consumers? **14**
6. Which are the major factors which affect rural marketing? How the rural marketing can be made more effective in India? **14**
7. What is the role of inbound marketer? Explain the lead qualification of inbound marketing. **14**
8. What is engineering in marketing? Give detail of marketing response model. **14**
9. Explain the meaning of consumer behavior. What are its variables? State the importance of consumer behavior in marketing management? **14**
10. Write short notes **any two**. **14**
 - a) Factor affecting marketing environment.
 - b) Value chain analysis.
 - c) Cross selling techniques.
 - d) IMC for B2B Marketing.
