

M.B.A. (CBCS Pattern) Semester - IV  
**PCB4EA4 / MBASP04 - Advanced Marketing Techniques : Marketing  
Management**

P. Pages : 1

Time : Three Hours



**GUG/S/23/10723**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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| 1.  | Discuss the concept of global marketing. Explain global sourcing strategies in detail.            | 14 |
| 2.  | What is value chain analysis? Discuss the various value creation strategies in marketing process. | 14 |
| 3.  | Discuss strategic marketing process in detail.  | 14 |
| 4.  | Discuss the nature and scope of rural market in India.  | 14 |
| 5.  | State the characteristics of rural customers and buyer profile in detail.                         | 14 |
| 6.  | What is Marketing Engineering? Describe customer value assessment method for valuing customers.   | 14 |
| 7.  | Describe Inbound marketing with up-selling, down-selling and cross-selling techniques.            | 14 |
| 8.  | What is Business Marketing? State the characteristics of business markets.                        | 14 |
| 9.  | State the importance of organisational buying behaviour in Business Marketing.                    | 14 |
| 10. | Write short notes on <b>any two</b> .   | 14 |
|     | a) Global marketing using Internet.   |    |
|     | b) Channel of distribution in rural India.  |    |
|     | c) Reverse Marketing.   |    |
|     | d) B2B channel management.  |    |

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