

M.B.A. S.Y. (CBCS Pattern) Sem-IV
PCB4EA4 - Advanced Marketing Techniques

P. Pages : 1

Time : Three Hours



GUG/W/22/10723

Max. Marks : 70

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

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| 1. | Explain the market entry and global sourcing strategies. | 14 |
| 2. | Discuss the global marketing using internet. | 14 |
| 3. | What do you mean by value chain analysis, explain in details. | 14 |
| 4. | Explain the different growth strategies. | 14 |
| 5. | What are the characteristics of rural customers and buyer profile. | 14 |
| 6. | Discuss channels, of distribution in rural India. | 14 |
| 7. | Describe the marketing response models. | 14 |
| 8. | Write brief note on Inbound marketing. | 14 |
| 9. | Explain in detail IMC for B2B marketing. | 14 |
| 10. | Write short note on any two . | 14 |
| | a) Business marketing. | |
| | b) Qualification of opportunities | |
| | c) Marketing Engineering | |
| | d) Global marketing. | |
