

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10723

Max. Marks : 70

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

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| 1. | Analyze the role of global institutions such as WTO, IMF and World Bank, in shaping global trade policies. | 14 |
| 2. | How has the internet transformed global marketing? Discuss key elements? | 14 |
| 3. | Explain different types of Competitive strategies based on Michael Porter's frame work. | 14 |
| 4. | Define value chain analysis and explain its role in identifying competitive advantages. | 14 |
| 5. | How have government policies, digital transformation and financial inclusion impacted rural marketing? | 14 |
| 6. | Define co-operative marketing and explain its role in strengthening rural economics. | 14 |
| 7. | Define Customer Value Assessment (CVA) and explain its significance in Customer Relationship Management (CRM). | 14 |
| 8. | Discuss how companies use reserve marketing to build brand authority and attract potential buyers. | 14 |
| 9. | Define B2B channel management and explain its significance in business marketing. | 14 |
| 10. | Write short notes any two . | 14 |
| | a) Global sourcing strategies. | |
| | b) Scope of rural markets. | |
| | c) Marketing response models. | |
| | d) Pricing and negotiation's. | |
