

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/10723(S)**

Max. Marks : 70

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

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| 1.  | What is country analysis? Discuss study of global markets in global marketing. | 14 |
| 2.  | Discuss various types of strategies of Marketing.                              | 14 |
| 3.  | Discuss the nature and scope of rural Markets.                                 | 14 |
| 4.  | Discuss about buyer profile in detail.   | 14 |
| 5.  | What is Marketing Engineering? Discuss marketing response model in detail.     | 14 |
| 6.  | Write in detail the different channels of distribution in rural India.         | 14 |
| 7.  | Discuss the customer value assessment and valuing customer.                    | 14 |
| 8.  | Explain pricing and negotiations in business marketing.                        | 14 |
| 9.  | Explain in detail IMC for B2B marketing.                                       | 14 |
| 10. | Write detail note on <b>any two</b> .  | 14 |
|     | a) Marketing response model.   |    |
|     | b) Inbound marketing.  |    |
|     | c) Market entry.   |    |
|     | d) Marketing response models   |    |

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