

M.B.A. CBCS Pattern Semester-IV  
**PCB4EA4 - Advanced Marketing Techniques**

P. Pages : 1

Time : Three Hours



**GUG/S/24/10723**

Max. Marks : 70

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

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| 1.  | What is global marketing? Explain emerging markets.                | 14 |
| 2.  | Explain market entry and global sourcing strategies.               | 14 |
| 3.  | Discuss the strategic marketing process and types of strategies.   | 14 |
| 4.  | Explain nature and scope of rural markets.                         | 14 |
| 5.  | Elaborate the term marketing engineering.                          | 14 |
| 6.  | Describe marketing response models.                                | 14 |
| 7.  | Discuss up-selling, down-selling and cross selling techniques.     | 14 |
| 8.  | Explain business marketing and characteristic of business markets. | 14 |
| 9.  | Discuss IMC for B2B marketing.                                     | 14 |
| 10. | Write short notes on <b>any two</b> .                              | 14 |
|     | a) B2B channel Management.   |    |
|     | b) Cross selling techniques.                                       |    |
|     | c) Customer value assessment and valuing customers.                |    |
|     | d) Global marketing using internet.                                |    |

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