

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 any two . | 14 |
| | a) B2B channel Management. | |
| | b) Cross selling techniques. | |
| | c) Customer value assessment and valuing customers. | |
| | d) Global marketing using internet. | |
