

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10723

Max. Marks : 70

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

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| 1. | How will you do the country analysis and study of global markets? | 14 |
| 2. | What are the strategies apply to enter into the market. | 14 |
| 3. | Explain in detail the process of strategic marketing for new product. | 14 |
| 4. | Elaborate the nature and scope of rural markets. | 14 |
| 5. | Explain with suitable example the channels of distribution in rural India. | 14 |
| 6. | Define Marketing Engineering. How will you do the customer value assessment. | 14 |
| 7. | Explain the concept of reverse marketing; up-selling, down-selling and cross selling techniques. | 14 |
| 8. | What are the characteristics of Business Market? | 14 |
| 9. | Explain the concept of Organisational buying behaviour? State the importance of B2B channel management. | 14 |
| 10. | Write short note on any two . | 14 |
| | a) Growth strategy. | |
| | b) Channels of distribution. | |
| | c) Inbound marketing. | |
| | d) Pricing and Negotiation. | |
