

### **403. MKT. Service Marketing**

1. Explain Factor influencing customer expectations of service with example.
  2. "One of the most significant differences between goods and services is that in goods search qualities dominate while services are dominated by experience and credence qualities."  
Discuss the above statement with suitable examples.
  3. Discuss the importance of people, process and physical evidence for the following :  
(i) Airline ii) Banking
  4. Discuss 'Inseparability' and 'Perishability' as characteristics of services.
  5. Briefly describe the GAP model of service quality how can it be applied to turn around the quality of public sector banks? 4. Enlist the different pricing strategies being followed by service organizations. Discuss any four of these strategies in detail with suitable examples.
  6. Discuss the importance of 'Internal Marketing' for a service organization.
  7. Discuss the 7ps involved in Hotel services.
  8. Elaborate the nature of complaining behavior & handling customer complaints.
  9. Explain service process 'Blue print demand' and 'capacity management'.
  10. Explain the application of service marketing in 'Telecom' with example.
  11. What are the importance of BPO industry in maintaining client relationship
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### **Subject: 404 Sales & Distribution management**

1. Explain the strategic role of sales management
  2. Describe the marketing channel in brief
  3. Explain the role and function of managing marketing channel
  4. Describe the objective and structure of sales organisation
  5. Explain the recruitment selection and tanning the sales force
  6. Explain the sales forecasting budgeting sales quotas and target in brief  
Describe the sales audit in brief
  7. Significance and important of franchisee in channel decision
  8. Nature and important of retelling. Types of retailers
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#### **405. Retail Marketing (Internal)**

1. Visit a few internet sites on retailing in India and report the latest developments and issues confronting the Industry?
  2. What are the Functions of Retailing
  3. What are the factors affecting retail pricing decision?
  4. Explain the role of Business Analytics in retailing.
  5. What is Challenges to Indian Retail Sector?
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#### **406 Rural Marketing (MKT)**

- 1 Discuss in details Rural Marketing environment. Also explain their implication on rural Marketers.
  - 2 Explain pricing strategy – special consideration in rural Marketers
  - 3 Explain in detail sources of information in rural marketing research
  - 4 Write down the sources & type of Primary & Secondary Data on rural market
  - 5 what are the bases of segmenting rural market?
  - 6 Explain the concept Targeting & positioning with examples.
  - 7 Elaborate the challenges of distribution in rural market.
  - 8 What are the Emerging Models in rural markets?
  - 9 Explain in detail buying behavior patterns and also buyer characteristics.
  10. Explain significance of information and also differentiate between rural versus urban marketing research.
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#### **413 E Marketing And Analytics (MKT)**

- Q1. What is E Marketing? Explain 7 Step plan with suitable example.
- Q.2 Explain the implication of internet technologies and convergence in Marketing.
- Q.3 What are the emerging E marketing. Explain different types of payment modes.
- Q.4 Differentiate between Market space & Market place.
- Q.5. What are the major effects of E Marketing on Business.
- Q.6 Evaluate the effectiveness of brand-positioning strategies from a consumer perspective.
- Q.7 Elaborate product Mix of E Marketing in details with suitable examples

Q.8 Explain the Price strategies form the view of Buyers and Sellers.

Q. 9 What is IMC? Explain various tools of communication.

Q.10 What is internet strategies for facilitating CRM.

Q.11 What is the promise and pitfalls of digital data

Q. 12 Prepare an key analytics tool for any one FMCG product.

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**Subject: 414 . Marketing to Emerging Markets & Bottom of the Pyramid**

1. Explain the demographic and economic scenario of emerging market country
  2. Discuss the Countries constituting BRICS & Next 11, Growing economic power of emerging markets,
  3. Explain the Characteristics of Emerging Markets in brief
  4. Discuss the Comparative Advantage of Emerging Markets
  5. Explain the Difference between Emerging Markets & BOP Markets,
  6. Define , size & composition of BOP markets all over the world,
  7. Characteristics of BOP markets, need for segmenting BOP markets
  8. Explain the C K Prahalad's 12 principles, BOP Protocol
  9. Explain the elements of BOP strategy
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