

M.B.A.(with Credits)-Regular-Semester 2012 Sem IV
Paper-MBA242A - SP 04 : Advanced Marketing Techniques

P. Pages : 1

Time : Three Hours



GUG/W/16/5195

Max. Marks : 70

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

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| 1. | What is Global Marketing? Describe market entry and global sourcing strategies. | 14 |
| 2. | Discuss various types of strategies of Marketing. | 14 |
| 3. | Explain the nature and scope of rural markets in India. | 14 |
| 4. | Discuss about buyer profile in detail. | 14 |
| 5. | What is Marketing Engineering? Discuss marketing response model in detail. | 14 |
| 6. | Describe up – selling, down – selling and cross selling techniques in marketing. | 14 |
| 7. | Describe strategic marketing process in detail. | 14 |
| 8. | Discuss the characteristics of Business Market. | 14 |
| 9. | What is organisational buying behaviour? Write its importance in marketing. | 14 |
| 10 | Write short notes on any two . | 14 |
| | a) Reverse Marketing. | |
| | b) Global Marketing using Internet. | |
| | c) Value Chain Analysis. | |
| | d) Global marketing using internet. | |
