

V19/BFS302/EE/20160525

Time : 3 Hours

Marks : 80

Instruction :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) Write down the scope of marketing. 5
 - b) What are the steps in market selection process? 5
 - c) What is the difference in between consumer buying and business buying? 5
 - d) Explain marketing information system. 5
 - e) What are the advantages of Customer Relation Management (CRM)? 5
2. Solve any **four** sub-questions.
 - a) Write down the eight stages of new product development. 5
 - b) Explain the term service as a product. 5
 - c) What are the different ways to advertise a product or service? 5
 - d) What are the types of physical evidence in various service? 5
 - e) Define marketing control. 5
3. Solve any **four** sub-questions.
 - a) What is service quality management? 5
 - b) What are the challenges in marketing of services? 5
 - c) What is the gap between service quality specification and actual service quality? 5
 - d) Explain the term Branding. 5
 - e) What is knowledge management process? 5

4. Solve any **four** sub-questions.
- a) Write down the importance of Business Environment. 5
 - b) Explain communication process. 5
 - c) What are the steps involved in tender process? 5
 - d) What are the problems of public sector enterprise in terms of business? 5
 - e) Write down the objectives of world trade organisation. 5

