

**Internal Examination October : 2016-17**

DATE : 29-09-2016

**Semester - V**

TIME : 12.30 to 2.00

Thursday

**Marketing Management in Practics**

Marks : 50

Q-1 (a) Define 'Service' and discuss its characteristics in detail. 10

(b) Explain types of service marketing in detail. 10

OR

(a) What do you mean by Customer Relationship Management ? Discuss its characteristics, 10

(b) Explain the importance of Customer Relationship Management.] 10

Q-2 (a) Explain 'Retailing' with its characteristics. 10

(b) Explain the importance of 'Retailing'. 10

OR

Q-2 (a) Explain 'Rural Marketing' and discuss the factors affecting Rural Marketing Communication. 10

(b) What do you mean by 'Case Study'? Discuss its objectives. 10

Q-3 Answer in brief of the following questions : 10

1) Mention the equation of 'Customer Stability Rate'.

2) Point out the important matter to be kept in mind while selecting customer order.

3) what do you mean by 'Free Margin Chain'?

4) Mention the tools of communication for Rural Marketing.

5) Give Full Form :

(A) SWOT

(B) RUDI

(C) GSTDC

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