



RF-4653-54

Master of Business Economics Examination

April / May – 2010

Marketing : Paper-XIX/XX

Time : 3 Hours]

[Total Marks : 100

RF-4653

Instruction :

(1)

नीचे दृष्टावेव निशानीवाणी विगतो उत्तरवडी पर अवश्य लजवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
Master of Business Economics

Name of the Subject :
Marketing-19/20

Subject Code No. : **4** **6** **5** **3** Section No. (1, 2,.....): **1**

Seat No. :

Student's Signature

- (2) Q. 1 is compulsory in both sections.
(3) Any 2 out of Q. no. 2,3,4,5 in both sections.

- 1 Define service marketing. **20**
Explain :
(a) Difference between goods and services
(b) Seven P's of Service Marketing.
- 2 Explain levels of customer expectation and zone of tolerance. **15**
- 3 Explain Value based pricing. **15**
- 4 Give a complete list of questions for putting pricing into practice. **15**
- 5 Explain all the 7 types of new service categories with example in sequence. **15**

RF-4654

Instruction :

(1)

नीचे दृशविल निशानीवाणी विगतो उत्तरवडी पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="Master of Business Economics"/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="Marketing-19/20"/>	
Subject Code No. : <input type="text" value="4"/> <input type="text" value="6"/> <input type="text" value="5"/> <input type="text" value="4"/>	Section No. (1, 2,.....) : <input type="text" value="2"/>

- (2) Q. 1 is compulsory in both sections.
(3) Any 2 out of Q. no. 2,3,4,5 in both sections.

- 1 Define branding and all the challenges that are involved in branding a product in detail with example. **20**
- 2 Explain brand equity and its competitive advantages. **15**
- 3 Explain the following with example : **15**
 - (a) brand loyalty
 - (b) individual branding
 - (c) attitude branding
- 4 Explain what are the 10 ways to create brand value with example in each. **15**
- 5 Explain with example : **15**
 - (a) Generic brands
 - (b) Brand extensions
 - (c) Aspirational brand