



DF-5528

**M. B. A. (FT) (Sem. III) (CBCS) & M. B. A. (Eve.)
(Sem. V) (CBS) & M. B. A. (FT) (Sem. III) &
M. B. A. (Eve.) (Sem. V)
(New Course ATKT) Examination
March / April - 2016
Contemporary Issues in Marketing**

Time : 3 Hours]

[Total Marks : 70/100

Instructions :

(1)

नीचे दृशावेव निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. B. A. (FT) (SEM. 3) (CBCS) & M.B.A. (EVE.) (SEM. 5)....."/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="CONTEMPORARY ISSUES IN MARKETING"/>	<input type="text"/>
Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="2"/> <input type="text" value="8"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

- (2) Q. 7 is compulsory.
(3) Attempt any four questions from Q. 1 to Q 6.
(4) Each question carries 14 marks in CBCS/CBS and 20 marks in New course (ATKT).

- 1 What do you understand by planned social change ? What are the components of social marketing ? Suitably illustrate your answer.
- 2 Taking the example of ITC e-Choupal OR Aravind eye Hospital discuss the Market development imperative as given by C.K. Prahalad.
- 3 Companies are increasingly adopting Customer Relationship Marketing (CRM) practices. Discuss some of the CRM practices adopted taking an example of a company or companies you are familiar with.
- 4 What do you understand by Organizational buying ? Explain the Webstar and Wind model of Organizational buying behaviour.

- 5 What do you understand by Brand Equity ? What aspects need to be considered by a firm in building brand equity ?
- 6 What are the E-marketing mix elements ? Explain these elements with example.
- 7 Write notes on : (any two)
- (i) Direct Marketing
 - (ii) Social media as a tool for communication by marketers
 - (iii) Bases to segment to B2B market
 - (iv) Microfinance
 - (v) Differences between Business markets and Consumer markets.
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