

MPL-606

RCO-03

M.Phil. DEGREE EXAMINATION JUNE 2006.

Commerce

ADVANCED MARKETING

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions in not exceeding 1 page each.

1. What are the different layers of e-commerce activities?
2. Discuss different roles of buying center members.
3. Discuss Posteriori segmentation.
4. Explain the key attributes of strategic relationship management.
5. Select a brand name for a new shampoo to be positioned for young adults who wash their hair daily. Use these criteria for choosing a brand name—Support your answer.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions in essay form.

6. Marketing facilitates the exchange process by engaging in a number of activities. Explain.
7. There is no fundamental differences between marketing of Industrial goods and consumer goods – comment.
8. Discuss the impact of internet marketing on the traditional marketing mix.
9. What are the requisites for the success of direct marketing?
10. Write a short note on formulation of marketing mix for the banking organization.
11. Discuss different types of strategies [direct/indirect] followed by market driving companies.
12. Explain the various steps to be taken to develop an effective service marketing system.

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