

OCTOBER, 2010

**FELLOWSHIP EXAMINATION
MARKETING AND PUBLIC RELATIONS**

Time: 3 Hours]

[Total Marks : 100

Answer any **FIVE** questions only.
All questions carry 20 marks each.

(Note : Answer to questions pertaining to the Insurance Industry may be given with reference to either Life or General Insurance Industry)

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| 1. A business is run for profit objective but has to follow ethics and fulfill its social responsibilities. Discuss the relevance of the statement. | 20 |
| 2. a) What are the functions and advantages of the distribution channel in marketing?
b) State in brief, functions of various insurance intermediaries. | 10 each |
| 3. Write short notes (about 50 words) on the following :
a) Strokes
b) Merchandising
c) Indian Rural Market
d) Dissonance. | 5 each |
| 4. How a marketing strategy is prepared and what are the requirements for its success? | 20 |
| 5. Analyse the different stages of the buying process of a customer. | 20 |
| 6. In marketing what is a brand? How a brand helps in marketing? | 20 |
| 7. Distinguish between :
a) MCE and CEE
b) Delegation and Empowerment
c) Intangibility and Inseparability
d) Breadth and Depth in Product Range | 5 each |
| 8. a) Enumerate the characteristics of Rural Markets in India .
b) What are the promotional media which can be utilised for rural markets? | 10 each |

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