

October, 2011

**FC-88**

**FELLOWSHIP EXAMINATION  
MARKETING AND PUBLIC RELATIONS**

Reg. No.

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[ 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)

- |  | Marks    |
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| Q.1 Write short notes (about 50 words) on the following  | 5 each   |
| a) Product Differentiation   |          |
| b) Market Research   |          |
| c) Distribution Channel  |          |
| d) Tools of Publicity  |          |
| Q.2 Elaborate the following marketing terms  | 5 each   |
| a) Market Segmentation   |          |
| b) Ethical Standards   |          |
| c) Customer Relationship Management  |          |
| d) Reference Groups  |          |
| Q.3. a) Explain the different Characteristics of Goods and Services.                               | 10 each  |
| b) Explain the concept of "Strokes"  |          |
| Q.4 Discuss the importance of the following in marketing strategy:                                 | 10 each  |
| a) The Boston Matrix   |          |
| b) Product Positioning   |          |
| Q.5. What is the importance of quality in service industry ? How the quality is maintained?        | 20 marks |
| Q.6. Discuss the importance of employees empowerment for an organisation                           | 20 marks |
| Q.7. In present day world, how Business Ethics & Values are important for a business organisation? | 20 marks |
| Q.8. For maximum market share in Indian market, what is the importance of Indian Rural market?     | 20 marks |

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