

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. Write short notes on the following : | 5 each |
| a) Market research | |
| b) Positioning | |
| c) Consumerism | |
| d) Systems approach | |
| 2. a) Explain the extent to which the following can improve quality of service . Give examples from any business | 10 each |
| i) Leadership | |
| ii) Automation | |
| b) Discuss the validity of the statement that activities which are neither key nor revenue earning are wasteful and should be eliminated . Give examples . | |
| 3. Distinguish between, giving examples : | 5 each |
| a) Needs and Wants | |
| b) Responsiveness and Sensitivity | |
| c) Core and Options | |
| d) Rural and Social Sectors | |
| 4. With regard to each of the following : | 20 |
| (i) State who are their customers and (ii) Suggest steps that they can take to improve customer satisfaction using marketing concepts . | |
| a) Courts of Justice | |
| b) Police | |
| c) University | |
| d) Airport. | |

5. Out of the 7 Ps (Product, Price, Promotion, Place, People, Process and Physical factors), state which one (choose only one) is relevant for the following. Give reasons to justify the answer .
- Departmental store offering discounts for frequent shoppers.
 - Publisher having a book exhibition.
 - Lions Club organizing a blood donation camp.
 - Car dealer arranging for insurance on sales.
 - Jeweller lighting up his shop during festival.
 - Hotel training new recruits before assigning them jobs
 - Airline designing uniforms for cabin crew.
 - T V channel conducting a 'Best Singer' competition
 - Insurer announcing relaxation after earthquakes.
 - Railways opening reservation counters at various places in town.
6. What is Direct Marketing ? What media are used for Direct Marketing ? 20
7. a) What is Public Relations ? Explain briefly . 10 each
b) State the ground on which Public Relations is different from Advertising .
8. a) What are the characteristics of the Rural Market ? 10 each
b) What are the characteristics of Rural Customer ?

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