

MAY, 2011

**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)

- | | Marks |
|---|---------|
| 1. Distinguish between :- | 5 each |
| a) Selling and Marketing. | |
| b) Needs and Wants | |
| c) Interchangibility and Inseparability. | |
| d) Public Relations and Advertising. | |
| 2. Write short notes (about 50 words) on the following:- | 5 each |
| a) Components of the Marketing Mix. | |
| b) Marketing Strategies. | |
| c) Product Obsolescence | |
| d) Pricing of Products and Services | |
| 3. Elaborate the following : | 10 each |
| a) Barriers to Entry | |
| b) Moment of Truth | |
| 4. a) Explain the difference between satisfaction and expectations. | 10 each |
| b) What are the sources of satisfaction ? | |
| 5. What is "Product Life Cycle"? Explain with examples. | 20 |
| 6. i) Relationship Marketing is a key to success for any Insurance Industry. Examine the statement. | 10 each |
| ii) Explain the scope for development of Rural Markets for Life Insurance Industry. | |
| 7. Direct Marketing is need of the hour for Insurance Industry. Critically examine the Statement with reference to pros and cons of the same. | 20 |

8. Distinguish between:-
- i) Goods and Services
 - ii) Direct Marketing and Promotion
 - iii) Individuals and Collectives
 - iv) Evaluation and Perception

-----END-----