

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. Organisations in the same business may be having different target segments. Illustrate this with reference to :- | 5 each |
| i) Hospitals | |
| ii) Cinema theatres | |
| iii) Couriers | |
| iv) Book stores | |
| 2. Write short notes (about 50 words) on the following : | 5 each |
| a) Niche marketing strategy | |
| b) Recovery in relation to complaints | |
| c) Benchmarking | |
| d) Reach and Richness | |
| 3. Identify any four products (other than the ones mentioned in the book) that were popular some years back in your experience, but are not in the market now. Suggest the reasons that may have contributed to their decline. | 20 |
| 4. An entrepreneur finds that there may be a need among people for help to do odd jobs like paying bills (electricity, telephone, taxes), booking tickets (travel, entertainment) small purchases (vegetables, fruits), bank work, etc. and wants to start a business offering these and similar services. | 20 |
| a) Identify the characteristics of the relevant market segment for this business. | |
| b) What are the elements in the Marketing Mix that he will have to pay attention to? | |
| c) What advice will you give him with regard to these elements in the Marketing Mix? | |

5. What is the justification for the following practices? 5 each
- Branch Managers call on big clients and important persons in the locality.
 - Several organisations have created separate cells for handling grievances.
 - Some employees seek negative strokes.
 - In the case of outstanding claims, claimants are contacted to find out whether they need help to submit the necessary requirements.
6. a) During the recent swine-flu epidemic, various authorities had set up several arrangements to meet the situation. 10
- List out the arrangements that you are aware of.
 - Discuss (in terms of factors like recognition that make people satisfied) how effectively these arrangements could meet the anxieties and needs of the public.
- b) Describe the different stages in the buying process of a customer. 5
- c) Why is it said that in reality, these stages and the factors involved are not amenable to rational analysis? Illustrate with reference to purchase of an insurance policy. 5
7. a) What is meant by saying that 'Marketing and Consumerism complement each other?' 10 each
- b) What do you understand by the term 'Social Impact'?
8. 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. 20
- Announcing help line telephone numbers soon after a major accident.
 - Banks opening additional counters to meet rush for tax payments on 31st March.
 - Railways operating additional trains to meet holiday rush.
 - A shopping mall announces a reduction of 10% during a long week end.
 - A magazine offers chance to get bumper prizes for new subscribers.
 - Car dealer provides free service guarantee for three years for new cars.
 - Car dealer provides free insurance cover for new cars.
 - A courier gives intensive training in behaviour for its delivery personnel.
 - A courier ensures that all delivery personnel are smartly dressed.
 - Pharma company sends to selected doctors, bulletins on latest research findings.

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