

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.  
2. Figures to the right indicate full marks.

- Q.1.** a. Discuss the importance of marketing. **(08)**  
b. What are the reasons for the growth of services in India? **(07)**

**OR**

- c. Explain the Marketing Mix in Insurance sector with examples. **(08)**  
d. What are the various factors influencing the choice of service location? **(07)**

- Q.2.** a. Explain the role of marketing channels. **(08)**  
b. Discuss the importance and role of marketing research. **(07)**

**OR**

- Q.2.** Elaborate on the process of marketing research. **(15)**

- Q.3** a. State and explain the factors influencing buying behavior. **(08)**  
b. What is the importance of 'Personnel' in services? **(07)**

**OR**

- c. Elaborate on the dimensions of services quality. Give examples. **(07)**  
d. What are the different Gaps in service quality? Explain how can these Gaps be closed?

- Q.4.** a. Discuss the different types of advertising media used for promoting services. **(08)**  
b. What is Integrated Marketing Communication (IMC). Explain its components. **(07)**

**OR**

- c. Explain the scope of rural marketing in India. **(08)**  
d. Discuss 'The marketing challenges in the 21<sup>st</sup> century'. **(07)**

- Q.5. Write short notes (any three)** **(15)**

- a. Objectives of Marketing Research  
b. Customer Consciousness  
c. Barriers to Integrated Marketing Communication (IMC)  
d. Ethics in Marketing  
e. Marketing through Social Media .