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Paper Code :DMS-225

Roll No.

MBA-13

2nd Year Examination, Academic Batch 2018

Marketing of Telecom Products

Time : 3 Hours]

[Max. Marks : 100

*Note. Attempt any **Five** questions. All questions carry equal marks.*

Q.1. What do you mean by ethical product? How ethics is involved in its development stages?

Q.2. What is total quality management? What are the ways of improving the implementation of marketing strategies?

Q.3. Explain the social aspects of marketing?

Q.4. What are the different marketing functions?

Q.5. What are internal marketing implementation issues? How many types of skills are suggested by Bonoma? Explain in detail.

Q.6. Explain common characteristics and Developing Model of E-Commerce, EMarketing in detail.

Q.7. Explain channel with its type? What are the different factors considered, while choosing a channel?

Q.8. What are the basic types of sources of information used by managers for decision making?