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MBA-13

2nd Year Examination, Calendar Batch 2016

Marketing of Telecom Products

Time : 3 Hours]

[Max. Marks : 100

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

- Q.1. Why is marketing training a continual managerial activity?
- Q.2. What do you know about the revenue analysis and cost analysis?
- Q.3. What is the difference between e-commerce and e-marketing?
- Q.4. What are the various qualitative and quantitative sales forecasting techniques?
- Q.5. What are the different objectives of marketing management?
- Q.6. What do you mean by selection? Discuss about the selection tools.
- Q.7. Explain AIDAS theory of marketing?
- Q.8. What are the Consumer rights and the legislation for Consumer protection?

