

Roll No.

Total Pages: 3

13779

MMS/M-15
SERVICE MARKETING
Paper-MM-406

Time Allowed: 3 Hours]

[Maximum Marks: 70

Note: Attempt any eight questions each from Unit-I carrying 5 mark each. Attempt any 3 questions from Unit-II carrying 10 marks each.

Unit-I

1. What factors affect the setting of the Marketing communication mix?
2. Explain the utility of Advertising as tool of communication.
3. What are important post testing methods for measuring effectiveness of Advertising?
4. How performance standards are related with personal selling objectives?
5. Differentiate clearly between communication and sales objectives.
6. Enumerate the factors which affect designing of sales force.
7. Explain the role of Direct Marketing in Communication strategy.
8. What media may be more effective in Rural markets in India as compared with the Urban markets? Why?
9. What is your understanding of the Hierarchy of mose; of communication?
10. What do you understand by U.S.P?

Unit-II

11. What may be the plan of integrated marketing communication for promotion of Motor cyales and scooters in India? Discuss how various elements of the communication mix may be used in this context. Illustrate.
12. What is problems are faced by Managers in Planning and Controlling Advertising budget? What will be your approach to Advertising budgeting?\
13. What is 'Sales Promotion? How does it differ from other methods of promotion? How its objectives may be determined?
14. Discuss the significance of Public Relations in the marketing operations. Explain its complete process. How can it be made effective?
15. It is generally agreed that" effective management of sales force improves the efficiency of the salesforce and thereby the profitability of the firm." Elaborate the above statement in the light of the process of management of sales force.