

Seat No. : _____

AI-124

April-2015

Vth Year M.B.A., Sem.-IV, Integrated

Marketing

Seminar on Contemporary Issues in Marketing (SOCIM)

Time : 3 Hours]

[Max. Marks : 70

Instructions : (1) Attempt **all** questions.

(2) Be legible.

1. (a) Briefly discuss the merits and demerits of MNCs to the host countries. **5**
- (b) What are the global consumer trends in FMCG industry. Illustrate with relevant examples. **5**
- (c) Differentiate between : **4**
 - (i) Single loop learning and double loop learning
 - (ii) Political entourage and professional order organization

2. (a) Explain the Theories of Retail Development. **5**
- (b) What are the elements of store layout planning ? Describe these briefly. **6**
- (c) Discuss the non-store based retailing formats. In your view, is the traditional format affected by emergence of non-store based retailing formats ? **3**

3. (a) Illustratively discuss the modification in P's of Luxury Marketing / Rural Marketing in Indian context. **7**
- (b) How has IT enhanced CRM ? Explain. **4**
- (c) Explain the concept of Neuro-marketing. **3**

4. (a) Discuss the following customer based brand equity models : **8**
- (i) Brand Asset Valuator Model
 - (ii) Brand Resonance Model
- (b) Identify the various sources of leveraging secondary associations for building brand equity. Explain with suitable examples of each. **6**

OR

Explain the various value stages and multiplier of brand value chain model. **14**

5. (a) What are the service quality gaps ? What strategies you should follow to fill up service quality gap ? Explain with the help of airline industry. **7**
- (b) Taking the example of service organization like Railways and Hotels. Identify and explain the extended P's service industry. **7**
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