

## **R-211**

### **M. B. A. (Fourth Semester) Examination, 2020**

**(New Course)**

**(For Regular Students)**

**(Core Course)**

***Paper : FT-CC-401***

### **BUSINESS RESEARCH METHODS**

***Maximum Marks : 85***

***Note:*** Attempt all questions. Each question carries equal marks.

1. Define research. Describe various types of social science research.
2. Discuss, in detail, scientific approach to research.
3. What do you mean by collection of data? How does it help for research work?
4. What do you understand by primary data? Explain in detail, any one method of collecting the primary data.
5. Explain, in detail, questionnaire and schedule.

**R-212**

**M. B. A. (Fourth Semester) Examination, 2020**

**(Core Course)**

**(For Regular/ATKT/Ex. Students)**

***Paper : FT-CC-402***

**INTERNATIONAL MARKETING**

***Maximum Marks : 85***

***Note:*** Attempt all questions. Each question carry equal marks.

1. Explain the concept of International Marketing with its scope.
2. Elaborate Foreign Trade concepts along with suitable examples.
3. Describe the steps of export documentation procedure.
4. Throw light upon emerging trends in International Retail Business.
5. How will you promote products for exports through trade fairs and exhibitions? Explain.

## **R-213**

### **M. B. A. (Fourth Semester) Examination, 2020**

**(New Course)**

**(For Regular/ATKT/Ex. Students)**

**(Core Course)**

***Paper : FT-CC-403***

#### **MARKETING of SERVICES**

***Maximum Marks : 85***

***Note:*** Attempt all questions. Each questions carries equal marks.

- 1.** Define service. Distinguish between service and product. Also discuss the importance of services.
- 2.** What do you mean by consumer behaviour? Discuss EKB model of consumer buying behaviour.
- 3.** Define marketing mix. Discuss the various elements of marketing mix for services.
- 4.** Explain in detail various strategies for service marketing.
- 5.** Explain SERVQUAL Model of service quality with example.