

Roll No.
Printed Pages : 2

13069

MMS/M-13

DIRECT MARKETING

Paper-MM-404

Time allowed : 3 hours

[Maximum marks : 70]

Note : Attempt five questions in all. 1st question is compulsory. Each question carries equal marks.

Compulsory

1. Explain short notes on the following :
 - (a) What is Tele Marketing ?
 - (b) What is Database Marketing ?
 - (c) Give elements of Direct Marketing.
 - (d) Give Marketing Mix for Direct Marketing.
 - (e) Define Media Planning.
 - (f) What is cost analysis ?
 - (g) Explain the meaning of fund raising. $7 \times 2 = 14$
2. Discuss changing face of Direct Marketing. Also explain modes of direct marketing. 14
3. Why planning a direct marketing programme is required to develop new business ? Give Guidelines for effective direct marketing. 14
4. What is Institutional Direct Marketing ? How Industrial Direct Marketing is different than other modes. 14

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[Turn over

(2)

5. Explain the role of Segmentation and Target Marketing in Direct Marketing. Also explain effective promotion strategies for Direct Marketing. 14
6. What are inventory and warehousing decision ? How they can improve customer service ? 14
7. Discuss role of information technology in direct marketing. How it helps to develop customer data base ? 14
8. Write notes on :
 - (a) Financial services marketing. 7
 - (b) Customer loyalty programmes. 7

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