

SECTION – II

Q-4 Attempt the Following questions (07)

- a. Define Current Awareness Service
- b. Write Components and Operational Features of SDI
- c. Write types of Media
- d. What is meant by Customer Relationship Management?
- e. What is Direct Marketing?
- f. Define the role of Librarian in promotional activity
- g. Define Ethics

Q-5 Attempt all questions (14)

- (A) What is advertising ? How it is different from publicity?
- (B) How research is helpful in better advertising planning? Discuss

OR

- Q-5 (A) Discuss the major regulations influencing advertising in-India
- (B) Prepare a marketing plan for your library

- Q-6 (A) Evaluate the various strategies in customer service operating in retailing industry.

OR

Q-6 Attempt all Questions

- (A) What do you understand by the decision-making framework of promotional strategy? What are its components and stages?
- (B) Why ethics are important in a developing society like India?

SECTION – I

Q-1 Attempt the Following questions (07)

- a. Define Current Awareness Service
- b. Write Components and Operational Features of SDI
- c. Write types of Media
- d. What is meant by Customer Relationship Management?
- e. Marketing Environment (Define) of X/K/P?
- f. Write the role of Librarian in promotional activity
- g. Define Ethics

Q-2 (14)

Define Current Awareness Service (X/K/P)? ઉત્કૃષ્ટ પ્રકૃતિ યુ.એમ.વેબસાઇટ; ડિજિટલ

OR



Q-2 Attempt all questions

- (A) *DFTCIL VjM'SGM V/S JZL S/ptRFNG VyjF RLIHJ:T];DHFJMP*
- (B) Marketing mix X\K/P? Marketing mix GF38SM:DHFJM

Q-3 Attempt all questions

(14)

- (A) Marketing ;\XNWG X\K/P? Marketing ;\XNWG 5|S|LFFGF S|DFS :DHFJM
- (B) DFS"/81JFFHG V/8./X\? DFS"/81JFFHG G/DGtJ:DHFJMP

OR

- Q-3 (A) *u|yFj:[JFVMG]DFS"/8L\U:DHFJM*
- (B) *u|FC S J'6/S G/V:ZSTF 1JjW5ZLA/M:DHFJM*

SECTION – II

Q-4 Attempt the Following questions

(07)

- a. Current Awareness Services GLjFFbJF VFsMP
- b. SDI GF38S VG/1JX/QFjJyF
- c. Media GF5|SFZM
- d. :FDFFHL SL U|FC S;RF G:\AWGM.ZFNMX/K/
- e. 5|JhFDFS"/8L\UX\K/P
- f. 5|DFMXG 5|JTDFA U||y5F, GL SFDULZI GLjFFbJF VFsMP
- g. IGTIXF:+ GLjFFbJF VFsM

Q-5 Attempt all questions

(14)

- (A) *1Jf5G SFJ' X\K/P? 5|SFXG yL S[LLZIJ/V:UK/P?*
- (B) *1Jf5G SFJ' VFMHG DFA;\XNWG S[LLZIJ/DN~5yFJK/P RRF"SZM*

OR

- Q-5 (A) *EFFZJDF\1Jf5G SFJ' G/5|EFJTSZJFD/bJIGJDMGL RRF"SZMP*
- (B) *u|yFjDFS"/8L\U DF8/JMHGFJ/JFZ SZM*

(14)

Q-6 *K)8S J/5FZpWМУ DFA U|FC S:[JF RFJ JF 1JjWjJ)GZRGFVM D/JFS\G SZM.*

OR

Q-6 Attempt all Questions

- (A) *5|Me:FCGjJ/CGF IG6"J.[JFGFDF/BFDFJD/X\;DHFMKMP? J/GF :FWGM VG/5|S|LFX\K/P*
- (B) *EFFZJH/JF 1JSLJN/XDFA GLITLXF:+ XF DF8/DGtJG\K/P?*

