

Roll No.....

BCA-304

B.C.A. (Semester III) Examination – 2011

Paper: Fourth

Marketing of Computer Oriented Services

Time: Three Hours]

[Maximum Marks: 75

Note: Attempt any two questions from Section A and any seven questions from Section B. Question No. 14 of Section C is compulsory.

Section-A

(10 marks each)

1. Describe the 4P'S of marketing of goods. What are the 3 additional tools used for marketing of services?
2. Describe the various factors which influence the marketing environment.
3. Describe the process of Marketing Research and the importance of marketing research.
4. Describe the marketing strategy of marketing-mix.

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Section- B**(6 marks each)**

5. How a service package is designed?
6. How a computer-oriented service is promoted?
7. How leisure services are marketed?
8. How service are placed or distributed from one part to the other part of the world?
9. What is the importance of after-sale services?
10. What are B.P.O. and call centre services?
11. What are marketing strategies?
12. How do you seek opportunities for marketing computer-oriented services in foreign countries?

13. Define the following:
- (a) Globalization
 - (b) Customer –Care Programme
 - (c) Telly

Section –C

(13 marks)

14. What are the distinct features of computer-oriented services? Support your answer with example.