

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2019 - 20 Examination

Semester: 6

Subject Code: 06101386

Subject Name: Advance Marketing Management-II

Date: (06/03/2019)

Time: (2hr:00 min)

Total Marks: 40

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(03)**

1. Which term is not consistent with business marketing?

- | | |
|---------------------------|----------------------|
| (a) Business Market | (c) Business buying |
| (b) Organisational Buying | (d) Household buying |

2. Patrick J Robinson's business buying model contains.....steps

- | | |
|-----------|----------|
| (a) Eight | (c) Five |
| (b) Six | (d) Nine |

3. e-choupal is an initiative of

- | | |
|---------|-----------|
| (a) ITC | (c) HUL |
| (b) P&G | (d) Parle |

B). Define the following. (Each of 1 mark)**(03)**

1. Business to Business

2. Rural Marketing

3. Problem Recognition

C). Direct questions. (Each of 1 mark)**(04)**

1. 4 A's of rural marketing

2. Mention any three objectives of business buying

3. Mention five corporate houses actively operating in rural market.

4. What is derived demand

Q.2 Answer the following questions.**A). What are the characteristic of business buying?****(05)****B). Explain the business buying process****(05)****Q.3 Answer the following questions.****A). Discuss the main features of rural Marketing****(05)****B). What are the main Challenges of Rural Marketing****(05)****Q.4 Attempt any two questions. (Each of 5 mark)****(10)**

1. "Business marketing is a different entity". Explain the statement in relation to key differences between industrial and consumer market.

2. Discuss the significance of the rural market in Indian Today.

3. "Rural Customers' life style has been drastically changed". Discuss.