

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2020-21 Examination**

**Semester: 5**  
**Subject Code: 06101336**  
**Subject Name: Advance Marketing Management-I**

**Date: ( 07/10/2021)**  
**Time: (2hr:30min)**  
**Total Marks: 60**

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**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)****(05)**

1. What is the types of qualitative research Techniques
  - a) Focus Groups
  - b) Depth Interview
  - c) Both A and B
  - d) None
2. Which of the following is not an element of physical evidence
  - a) Employee dress
  - b) Equipment
  - c) Employee Training
  - d) Facility design
3. A good brand contract:
  - a) Keeps customer perspective in view
  - b) Unearths negative promises
  - c) Delivers promises made with customers
  - d) All of the given options
4. Marketing research starts from
  - a) Product idea
  - b) Product design
  - c) Consumer satisfaction
  - d) None of the above
5. The following is external source of data collection
  - a) Sales Record
  - b) Technical journal
  - c) Financial accounting
  - d) All the above

**B). Define the following. (Each of 1 mark)****(05)**

1. Service
2. Sampling
3. Brand Equity
4. Exploratory Research
5. Stapel Scale

**C). Direct questions. (Each of 1 mark)****(05)**

1. What are the seven P's of service marketing
2. Discuss Structured v/s unstructured observations
3. Give examples of survey method
4. Explain self-image in Brand Identity Prism
5. What is Personal Observation

**Q.2 Answer the following questions.****A). Discuss the Determinants of Service Quality****(07)****B). What do you understand from primary scale of measurement****(08)****Q.3 Answer the following questions.****A). Explain the process of questionnaire designing****(07)**

B). Define Brand and explain brand identity prism with relevant examples

(08)

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

(15)

1. “Consumers nowadays becoming service oriented in their choice” Do you agree? Provide proper arguments to support your response
2. Design a Questionnaire for the studying the consumer “*Changed in purchase pattern after Pandemic.*”
3. A financial broker wants to measure its customer service level through observation method. What method you will suggest and why?
4. Draw the Gap Model of Service Quality for a retail industry