

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2022-23 Examination

Semester:5

Subject Code: 06101336

Subject Name: Advanced Marketing Management-I

Date: 31/03/2023

Time: 2.00pm to 4.30pm

Total Marks: 60

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. _____ refers to a value premium that a company generates from a product.

a) Brand image	c) Brand equity
b) Value proposition	d) Brand identity
2. In which survey can you easily react to facial expressions and probe for clarification.

a) Telephone surveys	c) Mail method
b) Personal interviews	d) Electronic method
3. In the House of Brands brand architecture model, an organization owns a collection of distinct brands under a _____ brand that people might or might not be aware of.

a) parent	c) original
b) main	d) recognizable
4. Which of these is NOT a part of brand identity prism?

a) personality	c) relationship
b) culture	d) demography
5. A _____ is a model or blueprint for concluding the marketing research project.

a) research objective	c) research aim
b) research design	d) research goal

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

1. Exploratory research
2. Brand identity
3. Brand
4. Secondary data
5. Service marketing

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

1. What is Disguised Observation?
2. Name any 2 events that are marketed.
3. What is a Likert scale?
4. Name any 2 scales of research.
5. What is brand portfolio?

Q.2 Answer the following questions.

- A). Explain the 7 P's of Services Marketing. (07)
- B). With the help of examples, write down about various Brand Architecture concepts. (08)

Q.3 Answer the following questions.

- A). What is a Customer journey? Explain with the help of 5A's model. (07)
- B). Write in detail about the Service Flower concept. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. What are the determinants of service quality?
2. Differentiate between primary and secondary data.
3. Explain in detail various research survey methods.
4. Write down various steps of questionnaire design.