

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2021 - 22 Examination

Semester: 6th

Subject Code: 06101386

Subject Name: Advanced Marketing Management-II

Date: 5-4-2022

Time: 10:30am To 1:00pm

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. Which of the following is/are major reasons for rural market boom?
 - a) Rapid socio-economic changes
 - b) Improved rural infrastructure
 - c) Rural development programme
 - d) All of the above
2. A _____ is an organized collection of detailed information about customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.
 - a) Customer database
 - b) Customer mailing list
 - c) Business database
 - d) None of the above
3. An advertising objective is classified by its primary purpose, which is to inform, persuade or _____
 - a) Convince
 - b) Compete
 - c) Remind
 - d) Encourage
4. A unique purchase situation in the business market that requires considerable effort on the decision maker's part is called:
 - a) a straight rebuy
 - b) a new task buy
 - c) a modified rebuy
 - d) a selective rebuy
5. In a business buying centre situation, the people who use the product once it has been acquired and who will also evaluate its performance are called:
 - a) Users
 - b) Consumers
 - c) Influencers
 - d) Gatekeepers

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

1. Business Market
2. Consumer Centric Marketing
3. Persuasive Advertising
4. Agricultural Marketing
5. CRM

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

1. Differentiate between consumer market v/s business markets.
2. List out factors affecting budget decision.
3. What do you mean by Thomson Rural market Index?
4. Enlist benefits of CRM.
5. What is Internal Marketing?

Q.2 Answer the following questions.**A). What are the major factors that affect business buying behaviour?****(07)****B). Discuss problems and challenges faced by rural marketers.****(08)****Q.3 Answer the following questions.****A). Discuss major types of Media.****(07)****B). State & Explain steps involved in implementation of CRM.****(08)**

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

(15)

1. Your college wants to technologically upgrade the teaching learning facilities available in your campus. They plan to buy latest LCD projectors for all the classrooms. Suggest suitable steps for the buying process.
2. Discuss how companies evaluate advertisement effectiveness.
3. Explain the important communication concepts relevant to the rural markets. What is the significance of usage of symbols and pictures, colour and music in rural marketing communication? Discuss with suitable examples.
4. CRM cycle provides insight into various stages of Customer Relationship Management from customer acquisition to retention and service. In this context explain the CRM Process.