

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2022-23 Examination**

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

**Date: 11/10/2022**  
**Time: 10.30am to 1.00pm**  
**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. At the center of a brand's characteristics is the following:  
a) Identity  
b) Image  
c) Value  
d) None of these
2. If two different brands are distributed by one company, it is considered under:  
a) Wholesale  
b) Co-branding  
c) Joint venture  
d) Merger
3. Research based on hypothesis suggestion and problem definition is classified as  
a) Casual research  
b) Exploratory research  
c) Descriptive research  
d) Both A & C
4. Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services.  
a) Intangibility  
b) Perishability  
c) Variability  
d) Inseparability
5. The extended marketing mix for services includes: People, Processes and \_\_\_\_\_  
a) Product  
b) Place  
c) Physical evidence  
d) Promotion

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

1. Brand equity
2. Brand Architecture
3. Service
4. Internal marketing
5. Disguised observation

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

1. What is qualitative market research?
2. What is generic branding?
3. What is a questionnaire?
4. List down the determinants of service quality.
5. List down key brand elements.

**Q.2 Answer the following questions.**

**A). Explain the types of brand strategies with suitable examples. (07)**

**B). Explain the marketing research process. (08)**

**Q.3 Answer the following questions.**

**A). Explain the concept of service flower with respect to service marketing. (07)**

**B). Explain primary scales as well as itemized ratings scales of measurement in brief. (08)**

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

**A)** Case Study: The banking sector is going through a major transformation and witnessing robust growth. Automation is the order of the day. In order to sustain competition and enhance customer experience new initiatives have been introduced. Technology is the driving force and internet and mobile banking are the recent trends.

You are the chairman of a 30 year old private sector bank with conservative approach. Employees being from the old school of thought have resisted the new trends now introduced by most of the banks.

Your branches are majorly located in south India. The bank is faced with a few takeover threats in the past. The government is insisting merger of the bank for viability and modernization. Your product portfolio requires a change to woo new customers and retain the existing ones. The board is expecting from you a thorough overhaul of the marketing mix.

Design the service product offering for your bank with the help of service flower.

- B)** Explain the challenges and opportunities for branding a mobile phone in current scenario.
- C)** Brand is built in the minds of people. Do you agree? Explain this in context to any one brand.
- D)** Explain the concept of brand identity prism by preparing brand identity prism of two brands you know.