

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT STUDIES**  
**BBA Winter 2023-24 Examination**

Semester: 05

Date: 18/10/2023

Subject Code: 06101336

Time: 10:30am to 1:00pm

Subject Name: Advance Marketing Management - I

Total Marks: 60

**Instruction:**

1. Attempts all the questions from each sections
2. Figure to the right indicates full marks
3. Make suitable assumptions wherever necessary
4. Write separate sections on separate answer sheets

[Q.1] (A)	MCQ (One marks each).	[05]	CO	PO	BTL
1.	_____ is reflected in perceptions, preferences, and behavior related to all aspects of the marketing of a brand. (a) Brand equity (b) Brand image (c) Brand awareness (d) Branding	2	2	1	2
2.	_____ focus on customers' own personal opinions and evaluations. (a) Brand feelings (b) Brand Judgment (c) Brand Image (d) Brand identification	2	2	1	1
3.	_____ consists of activities and processes that helps inform and inspire employees about brands. (a) Internal branding (b) External branding (c) Mix branding (d) Employee branding	3	3	1	1
4.	_____ is a consumer –focused series of procedures to assess the health of the brand, uncover its sources of brand equity. (a) Brand image (b) Brand recognition (c) Brand audit (d) Brand account	4	4	2	2
5.	The _____ is the set of all brands and brand lines a particular firm offers for sale in a particular category or market segment. (a) Brand Mix (b) Brand recognition (c) Brand positioning (d) Brand portfolio	2	2	4	3
[Q.1] (B)	<b>Define following terminology. (One marks each).</b>	[05]			
1.	Brand Equity	1	1	2	2
2.	Brand Image	2	2	2	2
3.	Brand Portfolio	4	4	2	2
4.	Brand Audit	2	2	4	2
5.	Brand Positioning	4	4	2	2

[Q.1] (C)	<b>Tick mark weather following statement <math>\surd</math> or X. (One marks each).</b> 1. A good positioning has a “foot in the present” and a “foot in the future.” 2. Perceptual maps are visual representations of consumer perceptions and preferences 3. Competitive advantage is a company’s ability to perform in one or more ways that competitors cannot or will not match. 4. Building brands for a small business is a very easy task 5. Brand loyalty is not provides predictability and security of demand for the firm	[05]	1 2 1  2 4	4 3 4  2 2	3 2 4  3 2
[Q.2] (A)	Define Marketing Research. Explain survey methods in detail.	[08]	2	2	3,4
[Q.2] (B)	Write a note on Observational Methods.	[07]	3	3	4,5
[Q.3] (A)	Define service marketing. Explain determinants of service marketing.	[08]	4	4	5
[Q.3] (B)	Write a note on 7 P’s of service marketing.		5	3	4,5
[Q.4]	<b>Write a short note on following topics (Any Two)</b> 1. Primary Scale of Measurement 2. Questionnaire design process 3. Sampling Techniques 4. Report Preparation & Presentation Process	[15]	4 3 2 2	4 4 5 4	5 5,6 4 5