

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF COMMERCE
M.Phil. Winter 2019-20 Examination

Semester: 1

Subject Code: 16703101

Subject Name: Advanced Marketing Management

Date: 26/11/2019

Time: 10:30am to 01:00 pm

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. (Each of one mark)

(06)

1. Company use branding as _____
 - a) Profit
 - b) Competitive advantage
 - c) status
 - d) None of the above
2. _____ can be based on people, places, things, and abstract images..
 - a) Brand element
 - b) Brand Equity
 - c) Branding
 - d) Co-Branding
3. Customer-based brand equity is the differential effect of brand knowledge on consumer response to the marketing of a brand.
 - a) True
 - b) False
4. Following are the factors which affects the international pricing
 - a) Exchange rate fluctuation
 - b) Trading
 - c) Segmentation
 - d) none of the above
5. India is a land of Agriculture and most of the population resides in
 - a) Village
 - b) City
 - c) Urban Area
 - d) Town
6. The term green marketing refers to Eco friendly marketing....
 - a) True
 - b) False

Q.1 Short Note Questions. (All compulsory) (Each of 1 mark)

(06)

(B)

1. Meaning of Brand
2. Meaning of brand management
3. What do you mean by Rural marketing?
4. What do you mean by international marketing?
5. What is Green marketing?
6. What do you mean by global pricing?

Q.2 Answer the following. (All compulsory) (Each of 4 marks)

(12)

1. Explain brand equity in detail.
2. Explain characteristics of rural consumers in detail.
3. Write a note on: Digital marketing.

Q.3 Answer the following. (Any three) (Each of 6 marks)

(18)

1. Explain Brand personality in detail.
2. Explain buying decision process in detail.
3. Discuss pricing strategies in detail.
4. Explain Rural marketing information system in detail.

Q 4 Write a note on (Any two) (Each of 9 marks)

(18)

1. What do you mean by green marketing? Explain its significance in detail
2. Explain ethical issues in marketing in detail with illustration.
- 3 Explain global product strategies in detail.