

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2019 - 20 Examination

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

Date: 05 /12/2019
Time: 10:30 am to 1:00 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/Fill in the blanks. (Each of 1 mark) (05)

1. What is the types of qualitative research Techniques

(a) Focus Groups	(c) A&B
(b) Depth Interview	(d) only B
2. Services are characterized by all of the following characteristic except for

a) Intangibility	c) Homogeneity
b) Perishability	d) Inseparability
3. Marketers can apply a branding on

a) Physical good	c) A service
b) A store and organization	d) All of the above
4. In a marketing research process, problem should not be defined _____

a) Too broadly	c) Too narrow
b) Either too broadly or too narrow	d) None of the above
5. Distance travelled is a good example of an

a) Internal Scale	c) Ordinal Scale
b) Nominal Scale	d) Ratio Scale

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

- 1.Primary Data
- 2.Content Analysis
- 3.Brand Image
- 4.Service Marketing
- 5.Focus group interview

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

1. Sources of secondary Data
2. Any four Importance of Marketing Research
3. Any four Reasons for the growth of service sector
4. Examples of Survey method
5. Examples of semantic differentiation scale

Q.2 Answer the following questions.

A).Explain the seven p's of service marketing (07)

B).What are objectives of brand Architecture? (08)

Q.3 Answer the following questions.

A).Explain the marketing research process in detail. (07)

B).What are the primary scale of measurement explain with examples (08)

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

1. A national bank wants to measure its customer service level through observation method. Suggest them an observation method with proper justification

2. An Indian FMCG company is considering the option of introducing flavored Soya Milk in tetra packs in the urban and rural markets. Prepare a Marketing Research Proposal outlining the various steps involved in carrying out the research.

3. Give the Kapferer Brand Identity Prism Concept with suitable Examples

4. Draw the Gap Model of Service Quality for a restaurant industry.