

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2019 - 20 Examination

Semester: 6
Subject Code: 06101386
Subject Name: Advance Marketing Management-II

Date: 02/12/2019
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. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of

- | | |
|--------------------|----------------------------|
| (a) Media strategy | c) Selecting media |
| b) Media execution | d) Measuring communication |

2 Advertising for..... is not allowed on T.V.

- | | |
|-----------------|------------------|
| a) Liquor | c) Cigarettes |
| b) Both 1 and 2 | d) None of these |

3.Media have greater effect than the impersonal ones in rural marketing context?

- | | |
|-------------|---------------|
| a) Personal | c) Impersonal |
| b) Direct | d) Indirect |

4. Which of the following is Behaviouristic base of Rural Market Segmentation?

- | | |
|-----------------------|--------------------------|
| a) Age | c) Gender |
| b) Size of the family | d) Occasion and Festival |

5. The main drawback of CRM is

- | | |
|--|--|
| a) Implementing CRM before creating strategy | c) Rolling out CRM before Changing the organization to match |
| b) Stalking not wooing customers | d) all the above |

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

- 1.Business to Business
- 2.Rural Marketing
- 3.Advertising
4. Internal Marketing
5. Target Audience

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

1. Mention few methods of deciding advertising budget
2. Examples of Business to business marketing
3. 4 A's of rural marketing
4. Who is called as a customer
5. Mention few media sources in advertising

Q.2 Answer the following questions.

A).Explain the business Buying Process in brief. (07)

B).Explain the Importance of advertising in Marketing. (08)

Q.3 Answer the following questions.

A).Define CRM also state the benefits of CRM? (07)

B).What are the reasons for rural market boom (08)

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

1. "The buying behavior in B2B business is entirely different from B2C "Justify
2. Customer Relation Management is the process of Building relation explain?
3. "The problems of rural marketing are multi-faceted, multi-dimensional and long Standing". Discuss.
4. Develop an effective advertising Strategy for Cadbury Dairy milk?