

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Winter 2018 - 19 Examination

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

Date: 30/10/2018
Time: 2:00 pm to 4:30 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.

Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)

1. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?
 - a) Product
 - b) Brand Equity
 - c) Label
 - d) Brand Name
2. The _____ identifies the product or brand.
 - a) Product
 - b) Advertising
 - c) Label
 - d) Warranty
3. The intangibility of services has implications for the choice of _____.
 - a) Brand Element
 - b) Brand Name
 - c) Brand equity
 - d) Label
4. What is the basic property of a service which makes it different from a product?
 - a) Shape
 - b) Intangibility
 - c) Size
 - d) Price
5. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.
 - a) double-up marketing
 - b) service marketing
 - c) interactive marketing
 - d) internal marketing

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

1. Brand Equity
2. Marketing Research
3. Ratio Data
4. Quota sampling
5. Service Quality

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

1. What is Brand?
2. Define interval scale.
3. What is Random Sampling?
4. Define Primary data?
5. What is non-probability sampling?

Q.2 Answer the following questions.

- A). Write a short note on brand identity. (07)**
B). Explain any four survey methods in brief. (08)

Q.3 Answer the following questions.

- A). Explain questionnaire design process in detail. (07)**
B). Explain any four primary scales for measurement with example. (08)

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

(15)

1. Explain 7P's of service marketing mix
2. Explain Gap model for service quality
3. Explain Secondary data collection method
4. Explain Determinants of service quality