

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Winter 2017 - 18 Examination

Semester: 5**Subject Code: 06101336****Subject Name: Elective-3 - Advance Marketing Management-I****Date: 09/01/2018****Time: 2:00pm to 4:30pm****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. In strategic brand management, focus is on
 - a) Brand positioning
 - b) Market positioning
 - c) Brand marketing
 - d) All of the above
2. State which describes how well market offering fulfill customer's needs is considered as
 - a) brand imagery
 - b) brand salience
 - c) brand feelings
 - d) brand performance
3. Marketing research is the function that links the consumer, researcher, and public to the marketer through
 - a) Information
 - b) Computer
 - c) Sales.
 - d) All of the above
4. Type of rating scale which allows respondents to choose most relevant option out of other stated options is classified as
 - a) marking rating scale
 - b) itemized rating scale
 - c) graphical rating scale
 - d) pointed rating scale
5. Distinct characteristic of services is _____
 - a) Intangibility
 - b) Variability
 - c) separability
 - d) Perishability

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

1. Research
2. causal Research
3. Brand Equity
4. Brand Positioning
5. Content Analysis

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

1. Name the seven P's of marketing mix
2. Discuss Structured v/s unstructured observations
3. Define Questionnaire
4. What do understand by Interactive Marketing
5. Name the types of Research design

Q.2 Answer the following questions.**A) Discuss the Characteristics of Services. (07)****B) Explain the process of marketing research with its Limitation (08)****Q.3 Answer the following questions.****A) Explain primary scale of measurement with examples (07)****B) Define Brand equity, Brand awareness and Brand image with examples (08)**

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

(15)

1. Design the service flow for the restaurant.
2. Design a Questionnaire for the studying the consumer "Satisfaction level of JIO phone"
3. Explain the probability sampling technique in detail
4. "Brand image is something customers associate with." Discuss the statement