

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2018 - 19 Examination

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

Date: 17/05/2019
Time: 02:00 pm to 04:30 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.**A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. A strong brand commands

a) Intense consumer loyalty	c) Intense employee loyalty
b) Intense employer loyalty	d) None of the above
2. Which ONE of these needs to be decided before considering whether to take a census or sample?

a) The method.	c) The objectives
b) The reporting style	d) The Gantt chart
3. Second step in marketing research process is

a) define research objectives	c) develop research plan
b) implement research plan	d) none of above
4. _____ is not a qualitative research technique.

a) Depth interview	c) Word association
b) Focus group	d) Conclusive research-
5. The extended marketing mix for services includes: People, Processes and _____

a)Product	c) Place
b) Physical Evidence	d) Promotion

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

1. Descriptive Research
2. Brand Architecture
3. Staple Scale
4. Intractive Marketing
5. Trance Analysis

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

1. Define Focus group interview
2. Give the methods of observation
3. Draw a service flower
4. Any example of ordinal scale
5. Few examples of Indian Brands

Q.2 Answer the following questions.

- A). Define Service marketing and state the reasons for service marketing growth. **(07)**
- B). Explain the sampling techniques in details. **(08)**

Q.3 Answer the following questions.

- A). What do you mean by survey, Explain few survey methods with advantages and disadvantages? **(07)**
- B). Discuss the Brand identity prism in detail. **(08)**

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

1. Design a questionnaire to evaluate the consumer preference of Maggie in Vadodara.
2. Outline a Format of the Research Report for academic.
3. Give Gap Model of Service Quality for Food Industry.
4. "Brand is in the mind of customer and branding is done by association. Discuss