PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2017 - 18 Examination

Semester: 5	Date: 19/06/2018
Subject Code: 06101336	Time: 10:30 am to 01:00 pm
Subject Name: Advance Marketing Management-1	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.The kind of clothes that a service employees wears is a part of the physical evidence(T/F)

2. One should use only primary data in Research (T/F)

3. Brand has no expiry date (T/F)

4. A _____ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.
  a)Service   c)Need
  b)Demand   d)Physical Object

5. First step in marketing research process is to
  a)Define Problem   c)Deciding Research Problem
  b) Starting Research Objective   d)Both a & b

B. Define the following. (Each of 1 mark)   **(05)**
1.Marketing Research
2.Service Marketing
3.Brand Equity
4.Primary Data
5.Focus Group Interview

C. Direct questions.(Each of 1 mark)   **(05)**
1.Questionnaire
2.Sampling
3.Coding
4.Interactive Marketing
5.Mention Four Characteristics of Service

Q.2 Answer the following questions.

A. Explain Gap model of service quality   **(07)**
B. Define Brand Equity, Brand Awareness and brand image with example   **(08)**

Q.3 Answer the following questions.

A. Differentiate between Primary data and Secondary data   **(07)**
B. Explain the Detail note on reasons growth of service sector   **(08)**

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

1. What is the necessity of a questionnaire? Explain the process of designing on effective questionnaire
2. Explain brand identity Prism with Illustration
3. Explain Sampling techniques in brief?
4. A strong brand can give you the competitive edge you need. Justify the statement