

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

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

Date: 28/05/2018
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. Using digital communications technologies to maximise sales to existing customers and encourage continued usage on online services is known as-

a) Electronic customer relationship management	c) Personalisation
b) Mass customisation	d) Customer-centric marketing
2. Ads directed from one business to other businesses are known as-

a) consumer ads	c) trade ads
b) display ads	d) retail ads
3. Which medium is often referred to as 'junk mail'-

a) Yellow Pages	c) Newspaper inserts
b) Television	d) Direct Mail
4. In marketing, _____ is the focal point.

a) Customer	c) Sales
b) All of the above	d) Profit
5. _____media have a greater effect than the impersonal ones in the rural marketing context?

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

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

1. Advertising
2. Target market
3. E-CRM
4. Customer satisfaction
5. Internal marketing

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

1. Difference between consumer market and business market.
2. What is rural marketing?
3. Name different print media.
4. What is customer loyalty?
5. What is meant by ethical advertising?

Q.2 Answer the following questions.

- A)Explain Buying process. What factors affect consumer buying behavior? (07)**
- B)“Advertising helps in creating Brand image.” Explain. (08)**

Q.3 Answer the following questions.

- A)Define rural marketing. Explain the importance of rural marketing especially for FMCG companies. (07)**
- B)Explain the concept of CRM and its importance in present competitive times. (08)**

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

(15)

1. Differentiate between the marketing techniques adopted for final consumers and business consumers.
2. Detail CRM process. What are different CRM strategies adopted by companies?
3. Patanjali has given a stiff competition to well established FMCG companies in Indian market. The major credit can be given to advertising strategy of Patanjali. Elaborate the effectiveness of advertisement strategy of Patanjali.

4. ITC is a leading Indian company with revenues close to USD 7 Billion (2010). Its International Business Division was created in 1990 for trading in agricultural commodities. The concept of eChoupal was introduced in June 2000 as an initiative to improve the supply chain by linking directly with farmers for procurement. It was also designed to play the role of a social gathering place, for the exchange of information as well as a place for e-commerce transactions. What started initially as a way to modify the procurement process for crops like soy, and wheat, has now turned into a lucrative distribution and product development channel for ITC. The e-Choupals are operated by a sanchalak (operator), who also doubles up as an ITC salesman. A farmer can visit the kiosk and show a sample of his produce to the sanchalak, who gives him a quote. If the farmer finds the quote attractive, he can take the produce to an ITC collection centre and receive payment within two hours. The e-Choupal also provides other information to the farmer, including crop-prices, weather and knowledge on scientific farming techniques.

Question:

- a) e-choupal has made ITC an innovative company in developing rural areas. Comment.