



UFF-010-001507 Seat No.

B. B. A. (Sem. V) (CBCS) Examination

May / June - 2015

507: Advance Marketing Management – I

Faculty Code : 010
Subject Code : 001507

Time : **2 $\frac{1}{2}$** Hours] [Total Marks : **70**

Instructions: (1) Attempt all the questions on the basis of internal options.

(2) Right side digit indicates Marks

1 Multiple Choice Questions: 20

(1) Which of the following would be considered to be external to a company's internal environment?

- (a) Manufacturing
- (b) Marketing intermediaries
- (c) Finance
- (d) Accounting

(2) This form of demand is often known as an invisible product

- (a) Latent Demand
- (b) Negative Demand
- (c) No demand
- (d) Unwholesome demand

(3) This form of demand is often known as Seasonal demand

- (a) Latent Demand
- (b) Negative Demand
- (c) Seasonal Demand
- (d) Unwholesome demand

(4) This marketer is also known as the runners up firm in the marketplace

- (a) Market follower
- (b) Market Challenger
- (c) Nicher
- (d) Market Leader

(12) A product with the tagline "Low Price offer" is an example of
(a) Sales Promotion (b) Personal Selling
(c) Publicity (d) None of them

(13) Which of the following is not an element of an ad copy?
(a) Pictures (b) Body text
(c) Logos (d) Tone

(14) Which of the following is an example of broadcast media?
(a) Billboards (b) Newspapers
(c) Infomercials (d) None

(15) Which of these factors affect sales force size?
(a) Degree of competition (b) Type of Products
(c) Skills of Salesmen (d) All of the above

(16) Which is also better known as the manpower planning of the sales force?
(a) Sales force size (b) Sales force objectives
(c) Sales force training (d) Sales force control

(17) The collection of sample is called _____.
(a) Marketing Research (b) Research Design
(c) Sampling (d) Survey

(18) Which of the following is not a tool for collecting primary data?
(a) Observational research (b) Focus group Research
(c) Surveys (d) None of the above

(19) Which of the following forms a part of economic environment?
(a) Age Structures (b) Occupation
(c) Inflation (d) None

(20) Price, Promotion, Product and Place are the defining elements of the:
(a) Marketing Mix
(b) Marketing Communications Mix
(c) Promotional Mix
(d) None of these

2 Explain the scope of Cyber marketing with suitable examples. 10

OR

2 Explain consumerism Concept and Importance in India. 10

3 Describe different demand situations with examples. 10

OR

3 Explain the Process of analyzing competitors with examples. 10

4 Describe social issues of advertising with suitable examples. 10

OR

4 Explain the process of developing advertising message. 10

5 Describe the importance of sales forces recruitment and selection. 10

OR

5 Discuss the issues of Sales force remuneration with examples. 10

6 Describe the Role of Marketing Information system in decision making. 10

OR

6 Explain the Importance of Marketing Research in Marketing Decisions. 10