



**AAD-010-001607**   **Seat No.** \_\_\_\_\_

**B. B. A. (Sem. VI) Examination**

**March / April - 2016**

**607 - Advanced Marketing Management - II**

**Faculty Code : 010**

**Subject Code : 001607**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : **70**

**Instructions :** (1) Each question carries equal marks  
(2) Attempt questions based on internal options

**1**   Attempt following MCQs : **20**

- (1) When marketer uses an established brand name for his new product, it is called as
  - (A) Multi Brand
  - (B) Brand Extension
  - (C) Product Line Extension
  - (D) Individual Brand
  
- (2) Marketer check the safety and protection of packaging is called as \_\_\_\_\_
  - (A) Technical Test
  - (B) Middlemen Test
  - (C) Consumer Test
  - (D) Appealing Test



(8) "Crossword", the book store, offers a wide selection of goods but with a narrow product line. What type of retail store would "Crossword" come under?

(A) Discount Score      (B) Supermarket  
(C) Specialty Store      (D) Departmental Store

(9) Which among the following is an example of business to business service provider?

(A) A beauty parlor  
(B) A doctor  
(C) An Advertising Agency  
(D) A physiotherapist

(10) Mr. Krishn kumar receives phone calls and emails from Asian sky shop regarding new products. What type of non store based retailing are we talking about here?

(A) Direct Marketing  
(B) Direct Selling  
(C) Vertical Marketing Units  
(D) Automatic vending

(11) It means a marketing in which at least one major participant is from rural area \_\_\_\_\_

(A) Rural Marketing  
(B) Agriculture Marketing  
(C) Industrialization  
(D) None of the above

(12) This segment constitutes a major part of rural segment \_\_\_\_\_

- (A) The Affluent
- (B) The Middle Class
- (C) The poor
- (D) All of these

(13) Rural people make some restrictions on their needs because of \_\_\_\_\_

- (A) Traditions and culture
- (B) Low income level
- (C) Government Pressures
- (D) Degree of distance

(14) Sensitive issue for rural consumer is \_\_\_\_\_

- (A) Product
- (B) Place
- (C) Price
- (D) Promotion

(15) The performance of Business Activities that direct the flow of goods and services in more than one nation is called

- (A) International Marketing
- (B) Domestic Marketing
- (C) Niche Marketing
- (D) None of these

(16) By this entry method marketer will get the advantage of strong marketing and distribution network \_\_\_\_\_

- (A) Export
- (B) Joint Venture
- (C) Licensing
- (D) Manufacturing base

(17) It is the dollar value of country's final output of goods and services in a year divided by its population \_\_\_\_\_

(A) GDP (B) GNP per capita  
(C) Inflation rate (D) Growth

(18) Which of the following consideration is common in both domestic as well as in international market?

(A) Mobility of Production facility  
(B) Exchange control  
(C) Monetary System  
(D) Requirements of Research and Development

(19) After sales services are more relevant to \_\_\_\_\_

(A) FMCG Products  
(B) Durable Products  
(C) Edible Products  
(D) Industrial Goods

(20) Protection of ingredients and easy handling are benefits of \_\_\_\_\_

(A) Brand and Branding  
(B) Packing and Packaging  
(C) Labeling  
(D) After Sales Services

**2** Critically examine advantages and problems associated with branding. **10**

**OR**

**2** Explain the features of effective packaging. **10**

**3** Define : After sales services. Explain types and requirements of after sales services. **10**

**OR**

**3** What is branding? Explain different branding strategies adopted by modern marketers **10**

**4** Define : Service. Explain distinctive characteristics of the services. **10**

**OR**

**4** Explain seven elements of Service Marketing Mix with examples. **10**

**5** Describe unique features of rural marketing. **10**

**OR**

**5** Explain the significance of rural marketing. **10**

**6** Explain the analysis of International marketing environment in detail. **10**

**OR**

**6** Explain variables affecting international marketing. **10**

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