



**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

- (3) The label which shows quality and specifications of the product is called as \_\_\_\_\_
- (A) Brand label                      (B) Grade Label
- (C) Descriptive Label              (D) Eco labeling
- (4) A package of product, in which gift is packed inside is \_\_\_\_\_
- (A) Premium packing
- (B) Coupon packing
- (C) Pack in Premium
- (D) Money off Packing
- (5) It is an attachment in the form of paper, Slip, card, or in any other format with the product
- (A) Packaging                      (B) Label
- (C) None of these                  (D) Both of these
- (6) Which of the following characteristics hinders a service being produced and marketed at different places?
- (A) Inseparability                  (B) Intangibility
- (C) Perishability                  (D) Reliability
- (7) Services are intangible in nature. In this context, how do customers of service make their purchase decisions?
- (A) Word of mouth publicity
- (B) Past purchase Experience
- (C) Brand Name and Promotional Activities
- (D) All the above

- (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 Store                      (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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