



AU-7652 Seat No. _____
Third Year B. B. A. (Non CBCS) Examination
March / April – 2016
Advanced Marketing Management
(Optional Paper)

Time : 3 Hours]

[Total Marks : 100

Instructions : (1) There are five questions and all questions carry equal marks.
(2) Figures on the right side indicate marks allocated to each of the questions.

- 1 Define Marketing Management. Explain Marketing Management Tasks in relation to different demand situations. **5+15**

OR

- 1 (a) Define Marketing ethics. Enlist some marketing ethics. **10**
(b) What is Green Marketing? Why is green marketing essential? **10**
- 2 (a) Discuss methods for determining sales force size. **10**
(b) Role of international marketing management. **10**

OR

- 2 (a) Briefly discuss sales force remunerations plans **10**
(b) Explain main difficulties relating to international marketing. **10**
- 3 (a) What are the benefits of branding the product? Discuss. **10**
(b) Write an explanatory note on advertising media. **10**

OR

- 3 (a) Benefits of Packaging **10**
(b) Methods for setting advertising budget. **10**

- 4 Discuss primary data collection methods. 20

OR

- 4 What do you mean by Research Report? Discuss qualities of a good research report. 5+15

- 5 Read the case carefully and answer the questions : 20

Top-level management of Paradise Cosmetics Company limited, a well established, a medium scale unit located at Vapi, Gujarat, producing beauty-care products for women, decided to launch a new product. The company had five successful products in the market. Mr. Rajabhaya, the senior most marketing executive was given the charge to handle the matter related to new product development. He had a little faith in the latest marketing approaches, concepts and philosophies. Mr. Rajabhaya called meeting all marketing officials to discuss the issue. In the meeting officials were asked to suggest what type of new product a company should launch. Immediately, Mr. Samir Sukla, young area marketing manager, objected saying that to decide a new product was the right of consumers and not of marketing officers. He recommended conducting market survey before taking any decision. He strongly believed that a new proposed product must be fit with expectations of consumers. In favor of his stand, he stressed on modern marketing theory and practice. Even, he cited recent examples Parle, Hindustan Lever, Tata Motors, and other companies' CEOs going incognito to know what their valued customers were thinking about companies and their products. But, Mr. Rajabhaya and some other senior officers were not ready to waste time in conducting market survey. According to them, since last 20 years, many products have been launched successfully and they had never asked the users to tell what they wanted.

For them, it was meaningless to take market opinion before launching a new product, if the product to be launched was superior in quality and low in price. Mr. Samir reiterated his stand saying that the present condition was different than the past due to severe competition and increased consumer awareness. In spite of a strong objection of Mr. Samir Sukla, Mr. Rajabhaya, assuming it was just philosophical talk, having no value for real practice of marketing, decided to launch a new product without market survey.

Exercise :

- (1) Why was Mr. Rajabhaya not interested to go for the market survey before taking any decision on a new product?
- (2) Do you think that market survey is inevitable while developing a new product?
- (3) How can you justify Mr. Samir's stand to conduct market survey?
- (4) What is your suggestion? Why?
- (5) Can you guess why Mr. Rajaybhaya has little faith in latest marketing approach and philosophies?
