

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**Feb/Mar. -2021 (NEW COURSE)****Marketing Group - Advanced Marketing Management (Elective)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figures to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
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- Q.1 What is questionnaire? Explain different type of questions with examples. (14)
- Q.2 Write a note on Factors affecting media selection. (14)
- Q.3 Define the term 'international marketing' and explain key decisions of international marketing. (14)
- Q.4 What is green marketing? What is its importance? Which efforts are to be undertaken to actualize the green marketing? (14)
- Q.5 Attempt any two (14)
1. Explain data collection methods.
 2. Explain push factors of international marketing.
 3. What is the importance of customer relationship management?
 4. Explain meaning of case study and its importance.
