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BBAadvEC507A

Seat No : _____

**B.B.A. Semester - 5 (Remedial) (CBCS) Examination
Feb/Mar. -2021 (OLD COURSE)
MARKETING GROUP: ADVANCE MARKETING(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 Explain Data Collection Methods with proper example. (14)
- Q.2 A. What is an Advertising Copy? Discuss in detail Advertising copy layout. (14)
- B. “Advertising has a negative impact on society” Discuss.
- Q.3 Define the term “International Marketing”. Also Discuss the importance of international marketing in detail. (14)
- Q.4 What is Online Marketing? Explain merits and demerits of Online Marketing. (14)
- Q.5 Define the term ‘Case Study’. Also Discuss its role and guidelines in detail. (14)
