

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**March/April-2022 (NEW COURSE)****Marketing Group - Advanced Marketing Management(Elective)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Discuss data collection methods. (14)

OR

Que-1 Write Note:

- (A) Qualities of a good research report
- (B) Types of question with example

Que-2 (A) Explain different methods for setting advertising budget. (14)

- (B) Write functions and benefits of advertising agency.

OR

Que-2 Explain:

- (A) Advertising media
- (B) Positive and negative outcomes of advertising

Que-3 Explain major decisions of international marketing. (14)

OR

Que-3 Describe challenges for international marketing.

Que-4 Discuss benefits and limitations of online marketing. (14)

OR

Que-4 Discuss:

- (A) Green marketing efforts
- (B) Importance of customer relationship management (CRM)

Que-5 (A) Discuss role of case study in management education and training. (14)

- (B) Explain case study guideline for the students.

OR

Que-5 Read the following case carefully and answers the questions in your own words.

Advertising Department v/s Advertising Agency

The top-level management of Excel Auto Private Limited, a medium scale unit, manufacturing and marketing auto parts for two wheelers, established in 1985 in Mumbai (East), is thinking to widen its domestic market. At present, the company sells its products in three states of country – Maharashtra, Gujarat, and Madhya Pradesh. The company advertises its products in local and regional newspapers and relevant journals. Mr. Manek Chaudhari, the most senior regional marketing manager for Maharashtra State manages all advertising-related matters, along with his routine selling and distribution activities. There is no separate advertising department. The company has enough excess capacity to increase production if there is market. The company management calls a meeting of the top officials from respective states to discuss on the company's market expansion plan. In the meeting, held on 23rd January, 2022, all official stressed on increasing advertising activities and expenditure. The meeting ended without any conclusion and the officials decided to meet after a month with some practical inputs.

The next meeting, under the chairmanship of Mr. R. K. Ramdoot, the MD, was held as per schedule. There was a heated discussion particularly on the issue: 'Whether to manage separate advertising department or to opt for advertising agency'. The dialogues of the officials present in the meeting are stated below:

Mr. R. K. Ramdoot initiated discussion and said, "It is certain that we must expand our market share. We must penetrate our products in other states. I agree to intensify advertising efforts, but the question is how to do it."

Manek Chaudhari replied, "Sir, it is simple, we must increase advertising budget and increase our advertising efforts. I can do it without any problem."

Mr. Kapil Tyagi, a young sales manager from Gujarat, objected. He argued, "It is not so simple. Advertising is not as easy as it was. Our advertising efforts are lacking a systematic planning. We must have well-considered and systematic plan for national level advertising in leading advertising media. What is more important is that we must have a well-equipped advertising department, or we must go for advertising agency, to effectively manage the advertising-related issues and activities. Unquestionably, in contemporary marketing situations, the advertising job requires a professional touch, unfortunately, but we are lacking it."

Ms. Richa Saxena, the only lady sales manager from Madhya Pradesh, supported Mr. Tyagi's proposal and complemented, "Sirs, Mr. Tyagi is right. We are spending money but we are not gaining enough. Today's advertising tasks needs the different approach and activities. We must professionalise our advertising efforts or take help of professionally sound advertising agencies. With the same budget, an advertising agency can serve better."

Manek Chaudhari, reacting positively, said, "It's okay. I don't have any objection if the company management sets-up separate advertising department or opt for an ad agency. However, to my view, advertising agencies can offer better services at affordable rates."

Mr. R. K. Ramdoot smiled and stated: "The problem is solved. We must go for advertising agency to intensify our promotional and selling efforts. I assign the task to Mr. Mr. Kapil Tyagi to choose the right agency."

All cheered at Mr. R. K. Ramdoot's decision. Mr. Ramdoot expressed vote of thanks. The meeting ended with smile of every body's face.

Exercise

1. "Today's advertising task is more challengeable." Discuss the statement on the basis of the case.
2. Why is ad agency more advisable than advertising department?
3. What types of functions does advertising agency perform for the client firm?
4. Do you think that intensifying advertising efforts alone can contribute to expand the company's market? Which are other aspects that the company must concentrate to expand its market successfully?
