

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**March/April-2023 (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.

Q.1 Discuss different type of questions of a questionnaire with examples. (14)
OR

Q.1 Explain data collection methods.

Q.2 Explain various methods of setting advertising budget with relative advantages and disadvantages. (14)

OR

Q.2 Write notes on

(A) Advertisement copy (07)

(B) Advertising objectives (07)

Q.3 Define International marketing and Explain its characteristics and importance. (14)

OR

Q.3 Explain the key decisions in International Marketing.

Q.4 Explain direct marketing and online marketing. State merits and demerits of both. (14)

OR

Q.4 What is green marketing? What is its importance? Which efforts are to be undertaken to actualize the green marketing?

Q.5 Define the term 'case study'. Discuss characteristics and importance of case study. (14)

OR

Q.5 Read the following case carefully and answer the questions below the case.

Deshmukh Datta, 60, a successful marketing manager in Jayhind Food Ltd., located in Ahmedabad GIDC Area, ignored recommendations of Mr. Ramesh, a young and dynamic research officer to change features and qualities of products. Mr. Deshmukh denied his recommendations stating that it was meaningless to change when company was leading in the market and sales volume was increasing. Company had a strong position in market. Current performance was quite satisfactory.

He stated that without internal need of organisation and external pressure of the present market, to make any change in products was foolish act. Mr. Ramesh argued that he recommended on the basis of the market trend measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautionary measures. Mr. Deshmukh was not ready to disturb marketing activities without any current needs. Mr. Ramesh disappointed. He worried for the future challenges, but was helpless to protect the interest of his company.

After six months, dealers started placing less number of orders of less quantity than previous. When asked, they stated that customers were demanding different features. More substitutes of varied features and superior qualities were available. They were not interested in the existing products. Mr. Deshmukh Datta highly shocked to know it. They company was losing customers. Now, it was too late to meet customers' expectations.

Q.1 How would you evaluate the decision of marketing manager not to change product quality and features?

Q.2 What made Mr. Deshmukh to continue products without any change?

Q.3 Why was Mr. Ramesh insisting to modify existing products?

Q.4 Now, what is the way out to retain sales?

Q.5 Do you think that a firm should always implement recommendation of market survey fully? Why?
