

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**March/April-2023 (Old Course)****MARKETING GROUP: ADVANCE MARKETING (ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

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- Q.1. write a note on meaning of sampling and types of sampling. (14)
OR
- Q1. What is research report? Describe qualities of a Good Research report.
Q.2 Explain the term 'advertising.' Discuss its characteristics and objectives. (14)
OR
- Q.2 Write notes on:
(A) Print media (07)
(B) Audio Visual media (07)
- Q.3 Define International marketing & Explain its Characteristics & importance. (14)
OR
- Q.3 Explain key decision of international marketing
Q.4 Explain the term 'Online marketing' & discuss its merits. (14)
OR
- Q.4 Write note on:
(A) Importance of Green marketing (07)
(B) Important decisions for cyber marketing Process. (07)
- Q.5 Define the term 'Case studies' & Explain its significance. (14)
OR
- Q.5 Read the following case carefully and answer the questions given below the case.

Case Study

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 favour of his hand, he stressed on modern marketing theory and practice. 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 had 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 strong objection of Mr. Samir Sukla and some junior officers, Mr. Rajabhaya – assuming it was just philosophical talk having no value for real practice of marketing – decide to launch a new product without market survey.

1. Why was Mr. Rajabhaya not interested to go for the market survey before taking any decision on a new product?
2. How can you justify Mr. Samir's stand to conduct market survey?
3. What is your suggestion? Why?
4. Do you think that market survey can always contribute positively? Why?
