

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**March/April-2024 (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 Explain various data collection methods. (14)

OR

Que.1 Explain meaning of sampling & discuss probabilistic sampling method. (14)

Que.2 Discuss various social views (advantages and disadvantages to society) of advertising. (14)

OR

Que.2 Define Advertising budget. Explain factors affecting advertising budget. (14)

Que.3 Discuss special difficulties (Problems) related with International Marketing practices. (14)

OR

Que.3 Define International marketing and Its importance. (14)

Que.4 What is green marketing? What are its importance. (14)

OR

Que.4 Write notes on: (14)

(A) Merits of online marketing

(B) Customer relationship marketing

Que.5 Define 'Case study' & Discuss importance of case study. (14)

OR

Que.5 Read the following case carefully and answer the questions given below. (14)

Marvelous Electronics Private Limited, manufacturing home appliances, was using excessive personal selling to offer the best after-sales services. Company had a trained and satisfied team of forty salesmen. Company was offering attractive pay, commission, and fringe benefits to satisfy salesmen. Commission and bonus were linked with number of calls, complaints attended, suggestions collected, and new customers generated. Personal selling costs accounted for 20% of sales. Company has been earning reasonable profits and fairly enjoying its position in the market. Mr. M. Sadhu, the marketing manager, was responsible for managing sales and distribution activities. Company management had full trust and confidence in Mr. M. Sadhu's marketing policy. Due to health problem, Mr. M. Sadhu, the most experienced marketing manager, who had been with the company since last two decades, decided to retire.

Mr. J. B. Sant was appointed as a marketing manager in the place of Mr. Sadhu. Within a week, Mr. Sant decided to cut sale force to reduce costs. According to him, poor profits were result of excessive selling costs. Suddenly, in spite of a strong oppose by the sale officers, he decided to reduce 50% personal selling staff. He believed that middlemen could do the better at low costs. In certain cities, he gave dealership and withdrew sales force.

Within a month, sales started to decline. Particularly, from the territories where sale force was withdrawn showed extremely poor sales. Dealers defended their poor performance by describing the actions they had taken to sell the products. According to dealers, sales declined due to competition. Mr. Sant didn't satisfy with the dealers' arguments. He ordered for a brief survey to investigate the main reasons.

Within a month, he got survey report. He came to know that most of dealers failed to meet customer expectations. He realized his mistake. He called officials of marketing department to review sales and distribution policy.

Questions:

1. What was the secret of success of Marvelous Company?
2. What made Mr. J. B. Sant to reduce sales force?
3. How do you evaluate Mr. Sant's new distribution/sales strategy?
4. Enlist possible reasons for declining the sales.
5. What is your expert advice to Mr. Sant to improve marketing performance?
