

B.B.A. Semester - 5 (CBCS) Examination**Oct/Nov - 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 What is questionnaire? Discuss different types of questions with example. (14)

OR

Que.1 Write Notes:

- (A) Data collection methods
- (B) Types of research design

Que.2 Write a descriptive note on types of advertising media. (14)

OR

Que.2 Explain:

- (A) Functions and benefits of advertising agency
- (B) Any three methods for setting advertising budget

Que.3 What is international marketing? Discuss major decisions in international marketing. (14)

OR

Que.3 Briefly discuss:

- (A) Major variables in international marketing environment.
- (B) Practical difficulties in international marketing operations

Que.4 Describe online marketing process. (14)

OR

Que.4 Define term 'green marketing'. Describe green marketing efforts.

Que.5 Explain: (14)

Define 'case' and 'case studies'. Explain role of the case study method in education and training programme.

OR

Que.5 Read the following case carefully and answers the questions, given at the end of the case description, in your own words:

Title of the Case: Business Ethics and Marketing Practices

Mr. Vedanta, 50, B. Com., from Bombay University, working as a chief marketing Executive in "We ARE FOR YOU," a famous departmental store situated in central Mumbai, decided to upgrade his marketing knowledge. In fact, the departmental store was among the most popular and reputed stores in the city. Mr. Vedanta was known for his discipline, sober nature, commitment, and better communication skills. Despite he had very tight schedule, he decided to advance his knowledge for better performance. He joined local college offering Marketing Management courses in the evening. On the very first day, Mr. Bhadu, an eminent marketing consultant and visiting faculty in several management institutes, delivered a lecture on needs of modern marketing thoughts for better marketing. He discussed following topics continuously for 2 hours.

- "Consumer satisfaction as a master key to succeed in marketing area."
- "Public relations as a platform to strengthen market position."
- "Essence of market survey to keep marketing efforts up-to-date."
- "Application of Operations Research Techniques/Models for better managing."

Mr. Vedanta was confused on the very first day to attend the lecture. He had always thought that whatever he had been doing was the best marketing approach to succeed. He had never thought of these issues. His department had been continuously growing in terms of number of customers, sales, and profits. He could not convince himself that the lecture was just a philosophical talk, as the lecture was delivered by the most successful marketing consultant. Vedanta had never thought of these issues and though he was successful. He was in dilemma whether he should continue attending lectures. Another problem was whether to practice so called contemporary advanced marketing philosophy being discussed in classroom. And, finally he stopped attending college within a week.

Questions:

- (1) Do you believe that an experienced and successful manager should join such management programmes?
- (2) How would you evaluate the topics that Mr. Bhadu discussed on the very first day of the evening course?
- (3) Would you advise Mr. Vedanta to continue evening management course?
- (4) Do you think that Mr. Vedanta should use modern theory of marketing in the practice?
