

B.B.A. Semester - 5 (Remedial) (CBCS) Examination**March/April-2025 (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.
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Que.1 Explain various methods of setting advertising budget. (14)

OR

Que.1 Write notes on:

- a) Print media b) Electronic media

Que.2 What is questionnaire? Discuss different types of questions with examples. (14)

OR

Que.2 Write notes on:

- a) Sampling Methods. b) Types of Research design.

Que.3 Define 'International Marketing' & Explain Its Importance. (14)

OR

Que.3 Explain the key decisions of International Marketing.

Que.4 What is Green marketing? What efforts are undertaken to actualize the green marketing? (14)

OR

Que.4 Write notes on:

- a) Limitations of online marketing. b) Concept & Importance of CRM

Que.5 Define the term 'Case study' & Explain the Importance case study. (14)

OR

Que.5 Please read the following case and answer the questions given below.

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.

Questions :

- 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?
