

B.B.A. Semester - 5 (NEP-2020) Examination**Oct/Nov - 2025****Marketing Group-1: Advanced Marketing Management (Major-11)****Time: 2:00 Hours****Marks:50****Instructions:**

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

Que.1 Discuss briefly marketing research process. (10)

OR

Que.1 Explain significance of marketing research.

Que.2 Summarize data collection methods. (10)

OR

Que.2 What is research report? Discuss qualities of good research report.

Que.3 Write a note on key decisions in international marketing. (10)

OR

Que.3 Describe practical difficulties for international marketing

Que.4 Write a note on sales force remuneration methods. (10)

OR

Que.4 Write a note on sales force training.

Que.5 Discuss role of case study method. (10)

OR

Que.5 Read the case carefully and answers the questions.

Need for Market Survey

Deshmukh Datta, 60, a successful marketing manager in Jayhind Food Ltd., located in Ahmedabad GIDC Area, who has been with the company since inception stage. Before six months, a company has introduced a new product with brand name “Tasty and Healthy.” Due to rich nutritional value, taste, and reasonable price, compared to similar products of nationals and multinationals, the product was gaining rapid acceptance from the all over the nation.

The product passed one year successfully. Deshmukh Dutta ignored recommendations of Hariharan, a young and dynamic research officer, to change features and qualities of products. Deshmukh Datta denied his recommendations stating that it was meaningless to change when company was leading in the market

and sales volume was increasing. The 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 product was foolish act. Hariharan argued that he recommended the changes on the basis of the market trend; he measured in the last month by the market survey of 200 customers and 25 dealers. The proposed changes were required as precautions. But, Deshmukh Datta was not ready to disturb marketing activities without any current needs. He straightway rejected Hariharan's proposal regarding changes in the product. Hariharan disappointed. He worried for the future challenges, but was helpless to protect the interest of his company. Finally, Hariharan found no option and agreed with marketing manager. He dropped his idea without further attempts.

After six months, dealers started placing less number of orders of less quantity than the 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. Deshmukh Datta highly shocked to know it. The company was losing customers. Now, it was too late to meet customers' expectations.

Questions:

- 1) What made Deshmukh to continue products without any change?
- 2) Why was Hariharan insisting to modify existing products?
- 3) Do you think that the company should accept Hariharan's recommendations? Why?
- 4) Now, what is the way out to retain sales? Suggest possible actions that company must undertake to restore and/or increase sales of the product.
