

B.B.A. Semester - 5 (NEP-2020) Examination**Oct/Nov - 2025****Marketing Group-2: Advanced Marketing Management (Major-12)****Time: 2:00 Hours****Marks: 50****Instructions:**

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

Que.1 Explain the Importance of marketing research. (10)

OR

Que.1 Write notes on

(A) Primary data (05)

(B) Secondary data (05)

Que.2 Write a note on the data collection methods (Any three). (10)

OR

Que.2 Define 'Sampling' & Explain the probabilistic Sampling methods.

Que.3 Define 'International Marketing' & Explain Its characteristics. (10)

OR

Que.3 What are the practical difficulties for International Marketing.

Que.4 Explain the different source of salesforce recruitment. (10)

OR

Que.4 Write a note on the different Methods of salesforce training.

Que.5 Explain the meaning of CASE STUDY & its Importance. (10)

OR

Que.5 Please read case the carefully and answer the following questions.

Deshmukh Datta, 60, a successful marketing manager in Jayhind Food Ltd., located in Ahmedabad GIDC Area, ignored recommendations of Mr. Ramesh, a young and dynamic research officer to change features and qualities of products. Mr. Deshmuk denied his recommendations stating that it was meaningless to change when company was leading in the market and sales volume was increasing. 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 products was foolish act. Mr. Ramesh argued that he recommended on the basis of the market trend measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautionary measures. Mr. Deshmuk was not ready to disturb marketing activities

without any current needs. Mr. Ramesh disappointed. He worried for the future challenges, but was helpless to protect the interest of his company.

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

Questions

- 1) How would you evaluate the decision of marketing manager not to change product quality and features?
- 2) What made Mr. Deshmukh to continue products without any change?
- 3) Why was Mr. Ramesh insisting to modify existing products?
- 4) Now, what is the way out to retain sales?
