

AL-107

April-2022

B.B.A., Sem.-VI**CC-314 : Advance Marketing Management – 2****Time : 2 Hours]****[Max. Marks : 50**

- Instructions :** (1) All questions in **Section – I** carry equal marks.
 (2) Attempt any **two** questions in **Section – I**.
 (3) Question **5** in **Section II** is *Compulsory*.

SECTION – I

1. (A) Discuss any 5 primary objectives of business supplier. **10**
 (B) Differentiate between business market and consumer market. **10**
2. (A) Discuss different Message decisions. **10**
 (B) How should advertising objectives be set ? **10**
3. (A) Discuss any 5 characteristics of Rural Marketing. **10**
 (B) Discuss Rural Marketing mix. **10**
4. (A) Discuss any 5 benefits of CRM. **10**
 (B) Write a note on relationship building process. **10**

SECTION - II

5. Answer any **10** MCQs. **10**
 1. _____ distribution system can be used to penetrate the rural market.
 (a) Satellite (b) Selective
 (c) Exclusive (d) Intensive
 2. For Rural marketing _____ pricing is more suitable.
 (a) penetration (b) skimming
 (c) going rated (d) none of these
 3. _____ level, decisions are made with long-term objectives.
 (a) Strategic (b) Tactical
 (c) Operational (d) Performance
 4. _____ cost is involved in holding goods in a warehouse.
 (a) Inventory (b) Transportation
 (c) Facility (d) Processing
 5. _____ transportation is best suited for time-sensitive and emergency shipments.
 (a) Air (b) Truck
 (c) Pipeline (d) Water

6. _____ is any paid form of non-personal presentation of services/products by an identified sponsor.
- (a) Advertising
 - (b) Marketing
 - (c) Promotions
 - (d) Publicity
7. _____ are the wordsmiths who do the wording of an advertisement.
- (a) Copy-writers
 - (b) Accounts Executive
 - (c) Copy-chief
 - (d) Creative Director
8. Expand DAGMAR
- (a) Defining Advertising Goals for Measured Advertising Results
 - (b) Developing Advertising Goals for Measuring Advertising Results
 - (c) Defining Agency Goals for Measured Advertising Results
 - (d) Defining Advertising Goals for Marketing & Advertising Results
9. Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers ?
- (a) Media Planner
 - (b) Client Service Executive
 - (c) Media Buyer
 - (d) Advertising Agency
10. Which of the following is defined as an ability to track and respond to clients in an individualized manner ?
- (a) Personalization
 - (b) Automation
 - (c) Inbound Management
 - (d) Outbound Management
11. Which of the below is an example of Direct Mail ?
- (a) Personal Selling
 - (b) Advertising
 - (c) Public Relations
 - (d) Direct Marketing
12. A person or company that yields a revenue more than incurred costs of selling and serving is called _____
- (a) superior value
 - (b) dissatisfaction
 - (c) satisfied customers
 - (d) profitable customers
13. What factors should be considered while setting the advertising budget ?
- (a) Competition
 - (b) Market situation
 - (c) Sales decay rate
 - (d) All of the above
14. Rural Marketing involves _____.
- (a) both producing and selling products in rural areas
 - (b) producing in rural areas and selling in any area
 - (c) producing in urban areas and selling in rural areas
 - (d) at least one of producing or selling in rural area
15. Rural Marketing is not required because _____.
- (a) rural people do not understand marketing
 - (b) its not practical from the cost point of view
 - (c) it is sheer wastage of time
 - (d) All are wrong
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