



DFF-010-001507

Seat No. _____

B. B. A. (Sem. V) (CBCS) Examination

May / June - 2015

507: Advance Marketing Management - I

Faculty Code : 010

Subject Code : 001507

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions: (1) Attempt all the questions on the basis of internal options.

(2) Right side digit indicates Marks

1 Multiple Choice Questions: 20

- (1) Which of the following would be considered to be external to a company's internal environment?
 - (a) Manufacturing
 - (b) Marketing intermediaries
 - (c) Finance
 - (d) Accounting
- (2) This form of demand is often known as an invisible product
 - (a) Latent Demand
 - (b) Negative Demand
 - (c) No demand
 - (d) Unwholesome demand
- (3) This form of demand is often known as Seasonal demand
 - (a) Latent Demand
 - (b) Negative Demand
 - (c) Seasonal Demand
 - (d) Unwholesome demand
- (4) This marketer is also known as the runners up firm in the marketplace
 - (a) Market follower
 - (b) Market Challenger
 - (c) Nicher
 - (d) Market Leader

- (5) A company having the largest share in the market is better known as
- (a) Market follower (b) Market Challenger
(c) Nicher (d) Market Leader
- (6) One of the places that consumerism most needed is
- (a) Buyers Market (b) Sellers Market
(c) Stock Market (d) None of them
- (7) Designing a good web address and contents are necessities of _____.
- (a) Integrated Marketing
(b) Online Marketing
(c) Green Marketing
(d) None
- (8) Following is a strong limitation of online marketing
- (a) Displaying product information
(b) Ease of payment
(c) Intangibility of a product
(d) None
- (9) Promotion is not designed to do what?
- (a) Influence Customers
(b) Persuade Customers
(c) Inform Customers
(d) Force Customers
- (10) A specialist publisher wants to reach new customers overseas. Which is the suitable form of Promotion?
- (a) Sales Promotion
(b) Online Advertising
(c) News Paper Advertisement
(d) Radio Advertisement
- (11) A high priced, technical product for use in industry is mostly promoted using
- (a) Radio Advertising (b) Cinema Advertising
(c) Sales Promotion (d) Personal Selling

- (12) A product with the tagline "Low Price offer" is an example of
- (a) Sales Promotion
 - (b) Personal Selling
 - (c) Publicity
 - (d) None of them
- (13) Which of the following is not an element of an ad copy?
- (a) Pictures
 - (b) Body text
 - (c) Logos
 - (d) Tone
- (14) Which of the following is an example of broadcast media?
- (a) Billboards
 - (b) Newspapers
 - (c) Infomercials
 - (d) None
- (15) Which of these factors affect sales force size?
- (a) Degree of competition
 - (b) Type of Products
 - (c) Skills of Salesmen
 - (d) All of the above
- (16) Which is also better known as the manpower planning of the sales force?
- (a) Sales force size
 - (b) Sales force objectives
 - (c) Sales force training
 - (d) Sales force control
- (17) The collection of sample is called _____.
- (a) Marketing Research
 - (b) Research Design
 - (c) Sampling
 - (d) Survey
- (18) Which of the following is not a tool for collecting primary data?
- (a) Observational research
 - (b) Focus group Research
 - (c) Surveys
 - (d) None of the above
- (19) Which of the following forms a part of economic environment?
- (a) Age Structures
 - (b) Occupation
 - (c) Inflation
 - (d) None
- (20) Price, Promotion, Product and Place are the defining elements of the:
- (a) Marketing Mix
 - (b) Marketing Communications Mix
 - (c) Promotional Mix
 - (d) None of these

2 Explain the scope of Cyber marketing with suitable examples. 10

OR

2 Explain consumerism Concept and Importance in India. 10

3 Describe different demand situations with examples. 10

OR

3 Explain the Process of analyzing competitors with examples. 10

4 Describe social issues of advertising with suitable examples. 10

OR

4 Explain the process of developing advertising message. 10

5 Describe the importance of sales forces recruitment and selection. 10

OR

5 Discuss the issues of Sales force remuneration with examples. 10

6 Describe the Role of Marketing Information system in decision making. 10

OR

6 Explain the Importance of Marketing Research in Marketing Decisions. 10