



**MAO-010-001507**

Seat No. \_\_\_\_\_

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

**October / November – 2016**

**Advanced Marketing Management - I**

**Faculty Code : 010**

**Subject Code : 001507**

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

[Total Marks : 70

- Instructions :** (1) The question paper contains five questions, each of 14 marks.  
(2) Figures on the right side indicate marks allocated to each of the questions.

- 1 Discuss importance of consumerism in developing countries. **10+4**  
Also state briefly the reasons for failure of consumerism in developing and under developed countries.

**OR**

- 1 What is a Green Marketing? Explain role of Green Marketing in today's situation. **4+10**
- 2 Discuss : **7+7**  
(a) Variables in Marketing Environment.  
(b) Marketing strategies for Market Leaders.

**OR**

- 2 Discuss different demand situations and relevant marketing management tasks. **14**
- 3 Explain term 'advertising media'. Discuss various advertising media used by the modern corporate houses. **4+10**

**OR**

- 3 Discuss : **7+7**  
(a) Methods for setting advertising budget.  
(b) Factors affecting advertising budget.

- 4 Explain briefly : 7+7  
(a) Sales force objectives  
(b) Sales force control methods.

**OR**

- 4 Write a descriptive note on major sales force remuneration methods. 14
- 5 Define Questionnaire. Discuss various types of questions used to frame the questionnaire. 4+10

**OR**

- 5 Describe main components of Marketing Information System (MIS). 14

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