



NAR-010-001607 Seat No. _____

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

March / April - 2017

607 - Advanced Marketing Management - II

(New Course)

Faculty Code : 010

Subject Code : 001607

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

[Total Marks : 70

- Instructions :** (1) It is compulsory to attempt all questions.
(2) All questions carry equal 14 marks.

1 What do you mean by branding ? Which are the benefits available to producers and consumers ? 14

OR

1 What is after sales services ? State types of after sales services. Also describe its significance in Modern Marketing Services. 14

2 What do you mean by retailing ? Discuss on growth of retail marketing in India. 14

OR

2 Explain different types of services. Also write a note on marketing-mix for service industry. 14

3 Define rural marketing. Explain its characteristics in detail. 14

OR

- 3 Write notes on :
- (1) Reasons leading to growth of rural marketing. 7
- (2) Role of rural marketing. 7
- 4 Define international marketing. Which are the forces responsible for growth of International Marketing ? 14

OR

- 4 What is International Marketing Environment ? Discuss variables constituting International Marketing Environment. 14
- 5 Read the following case carefully and give answers given below it : 14

Case : Marketing Theory and Practice

Mr. Vedanta, 50 B.Com. from Bombay University working as a chief marketing executive in “WE ARE FOR YOU”, a famous departmental store situated in central Bombay decided to upgrade his marketing knowledge. In fact, the departmental store was among the most popular and reputed stores in the city. Mr. Vedanta was known for his discipline, sober nature, commitment, and better communication skills. Despite he had very tight schedule, he decided to advance his knowledge for better performance. He joined local college offering Marketing Management courses in the evening. On the very first day, Mr. Bhadu,

an eminent marketing consultant and visiting faculty in several management institutes, delivered a lecture on needs of modern marketing thoughts for better marketing. He discussed following topics continuously for 2 hours.

- “Consumer satisfaction as a master key to succeed in marketing area.”
- “Public relations as a platform to strengthen market position.”
- “Essence of market survey to keep marketing efforts up-to-date”
- “Application of Operations Research Techniques/Models for better managing.”

Mr. Vedanta was confused on the very first day to attend the lecture. He had always thought that whatever he had been doing was the best marketing approach to succeed. He had never thought of these issues. His department had been continuously growing in terms of number of customers, sales, and profits. He could not convince himself that the lecture was just a philosophical talk, as the lecture was delivered by the most successful marketing consultant. Vedanta had never thought of these issues and though he was successful. He was in dilemma whether he should continue attending lectures. Another problem was whether to practice so called contemporary advanced marketing philosophy being discussed in classroom. And, finally he stopped attending college within a week.

Questions for Discussion :

- (1) Do you believe that an experienced and successful manager should join such management programmes ?
- (2) How would you evaluate the topics Mr. Bhadu discussed on the very first day ?
- (3) “Though Mr. Vedanta was unaware of modern marketing knowledge, he was successful in his job.” Comment.
- (4) Would you advise Mr. Vedanta to continue evening management course ? Why ?
