



**HCQ-010-001507**

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

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

**October - 2017**

**507 : Advance Marketing Management – I**

**(New Course)**

**Faculty Code : 010**

**Subject Code : 001507**

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

[Total Marks : 70

**Instructions :** (1) It is compulsory to attend all questions.

(2) All questions carry equal marks.

1 What do you mean by Cyber Marketing ? Explain Cyber Marketing process. 14

**OR**

1 What do you mean by consumerism ? What is importance of consumerism in today's marketing era ? 14

2 What is demand management ? Explain different demand situations with relevant marketing tasks with examples. 14

**OR**

2 What do you mean by marketing control ? Explain different tools of marketing control. 14

3 What do you mean by advertising media ? Which are the factor affecting media selection ? 14

**OR**

3 Explain the social issues of advertising with its advantages and disadvantages. 14

4 What do you mean by sales force management ? Explain 14  
the methods to determine sales for size.

**OR**

4 What do you mean by sales force training ? Explain the 14  
methods of sales force training.

5 What do you mean by Marketing Information 14  
System (MIS) ? Explain the components of MIS.

**OR**

5 What do you mean by research report ? Explain the 14  
characteristics of good research report.

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