



HE-010-001507

Seat No. _____

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

May / June – 2017

Paper - 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) Right hand side shows the marks of questions.

1 What do you mean by Cyber Marketing ? Explain in detail the process of Cyber Marketing. 14

OR

1 What do you mean by Marketing Ethics ? Give brief about Common Marketing Ethics. 14

2 What do you mean by Demand Management ? Explain different demand situations with relevant Marketing Management tasks. 14

OR

2 What do you mean by Marketing Control ? Explain various tools of Marketing Control. 14

3 What do you mean by 'Advertisement' ? Explain the process of developing advertisement message. 14

OR

3 Define advertising budget. Explain factors affecting advertising budget. 14

- 4 Explain alternative plans for remunerating sales force. 14
Which is an ideal plan ? Why ?

OR

- 4 What is meant by Sales Force Management ? Discuss 14
sales force objectives and sales force size.

- 5 Define MIS. Discuss components of MIS. 14

OR

- 5 What is research report ? Explain characteristics of 14
good research report.
