



PAV-010-001507 Seat No. _____

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

October / November - 2018

Advance Marketing Management - 01 : Paper - 507
(Old 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 figures indicate the marks.

1 What do you mean by “Cyber Marketing” ? Explain the cyber process. 14

OR

1 What do you mean by ‘Consumerism’ ? Explain the importance of ‘consumerism’. 14

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

OR

2 What do you mean by ‘Marketing Environment’ ? Explain various variables. 14

3 What do you mean by ‘Advertisement’ ? Explain the process of developing advertise message. 14

OR

3 Explain advantages and disadvantages of advertisement. 14

4 Explain sales force management with its objectives. 14

OR

4 Discuss on recruitment and selection of sales force. 14

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

OR

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