



PAV-161100010507

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

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

**October / November - 2018**

**Advance Marketing**

**(Marketing Group) (New Course)**

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 research design ? Explain the types of research design. 14

**OR**

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

2 What do you mean by Advertising Budget ? Explain factors affecting Advertising budget. 14

**OR**

2 What do you mean by Advertising Media ? Explain the factors affecting Advertising Media. 14

3 What do you mean by 'International Marketing' ? Explain the need or importance of International Marketing. 14

**OR**

3 Explain the International Marketing Environment. 14

4 What do you mean by 'Green Marketing' ? Explain the need and importance of 'Green Marketing'. 14

**OR**

4 What do you mean by 'CRM' ? Explain the components of CRM programme. 14

- 5 What do you mean by case study ? Explain the role and guidelines for case study. 14

**OR**

- 5 Case Study : Read the following case carefully and give the answers of questions below it : 14

**Business Ethics and Marketing Practices**

Gaurishankar Joshi, a young MBA, joined Best Care Pharma Ltd. company, situated at Ankleshwar, as an assistant sales and advertising manager. His family background was quite different. He had been grown in a joint family consisting of 20 members. His Grandfather and uncle were popular *Kathakar (Spiritual Speaker)* in India and abroad. His father was trustee in famous Shiva Temple in the city. His family culture was highly religiously dominated. Truth, honesty, justice, fairness, care for others and such other virtues (moral values) were forcefully imparted in every member of his family. He was the first to take management education in the family. He made up his mind to settle in a private field to show his calibre.

Since last two years, he has changed at least five companies due to more or less malpractices indulged by the companies. He could not find any company running as per social/business ethics and spiritual norms. Spiritual values and family norms disqualified him to work with the companies.

During orientation for one month, he was exposed to quality and contents of products including tablets, injections and syrups mostly used by the pediatricists (child specialists) for treatment of patients under the age of 12 years. He studied advertising message, contents printed on the package and label, sales promotion techniques offered to the doctors and stockists and training contents to the medical representatives. He was shocked to know the following realities:

- (1) Proportion of various components in each of the products was severely different from actual description on the package.

- (2) Medical representatives were trained to exaggerate the facts. Most of the claims regarding the effect of products were not fully correct.
- (3) Doctors were offered a lot of incentives to use and/or prescribe maximum quantity of the products.
- (4) Advertising appeal was seriously misleading and exaggerating.

Mr. Gaurishankar found his values and family norms strongly clashing with marketing practices. He had worse experience than the previous jobs. He was under the pressure of two forces, one is, his spiritual values and family norms, and the second is, job requirements. He didn't like to turn back to his family occupation, and he couldn't settle anywhere due to unjust job requirements. He was under extreme tension. Immediately after training, he went on medical leaves for one week to decide whether to join the job.

**Questions for discussion (Each question carries equal marks)**

- (1) Comment on Mr. Gaurishankar's family background.
- (2) Would you appreciate his decision to prefer quite different occupation ? Why ?
- (3) What is your advice to Mr. Gaurishankar ? Should he resume the job ?
- (4) How would you perceive overall marketing environment ? Is it possible to observe social norms in real practice ? Why ?