



MCU-010-001507 Seat No. _____

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

May / June - 2018

507 : Advanced Marketing Management-1
(*New Course*)

Faculty Code : 010

Subject Code : 001507

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

[Total Marks : 70

- Instructions :** (1) The question paper contains five questions, each of 14 marks.
(2) Figures on the right side indicate marks allocated to each of the questions.
(3) Write answers of the questions as directed.

1 Define marketing ethics. Explain role of marketing ethics in today's marketing practices. **10+4**

OR

1 What is a Green Marketing ? Discuss green marketing efforts. **4+10**

2 Discuss major types of demand situations and relevant marketing management tasks. **14**

OR

2 Discuss :
(A) Types of marketing control (in brief) **7**
(B) Marketing strategies for Market challengers **7**

3 Define term 'advertising media.' Discuss various advertising media used by the modern corporate houses. **4+10**

OR

- 3** Discuss : **7**
- (A) Social issues in advertising **7**
 - (B) Advertising agency (only functions and benefits) **7**
- 4** Explain briefly : **7**
- (A) Sales force recruitment and selection **7**
 - (B) Sales force training **7**
- OR**
- 4** Briefly discuss major sales force remuneration methods. **14**
- 5** Discuss various types of questions with examples. **14**
- OR**
- 5** (A) What is research report? Discuss any ten **7**
characteristics of good research report.
- (B) Discuss briefly data collection methods. **7**
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