



**MAR-010-001607** Seat No. \_\_\_\_\_

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

**March / April - 2018**

**Advance Marketing Management – 02 : Paper-607**  
*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001607**

Time : 2½ Hours]

[Total Marks : 70

**Instructions :**

- (1) It is compulsory to attend all questions.
- (2) All questions carries equal marks.

1 What is Brand, Brand name and Branding ? Explain 14  
benefits and problems of branding.

**OR**

1 What is after sales services ? Explain significance of 14  
after sales services in Modern Marketing.

2 What is Retailing ? Explain growth of retail marketing 14  
in India.

**OR**

2 What is services ? Explain service marketing mix. 14

3 What is rural marketing ? Explain the characteristics 14  
of rural marketing.

**OR**

3 Explain rural marketing mix and problems related to 14  
rural marketing.

4 Explain the concept and characteristics of International 14  
Marketing.

**OR**

4 Give brief idea of key International Decisions. 14

- 5 Read the case carefully and give answers of questions given below : 14

**Case Studies : Marketing Theory V/s Marketing Practices**

Shiv Vedanta, 50, B.Com., from Bombay University, working as a chief Marketing Executive in “We ARE FOR YOU”, a famous departmental store situated in Central Bombay decided to upgrade his marketing knowledge. In fact, the departmental store was among the most popular and reputed stores in the city. Mr. Vedanta was known for his discipline, sober nature, strong commitment, and effective communication skills. Despite he had very tight work schedule, he decided to advance his knowledge for better performance. He joined local college offering Marketing Management courses in the evening. On the very first day, Vijay Bhadu, an eminent marketing consultant and visiting faculty in several management institutes, delivered a lecture on needs of modern marketing thoughts for better marketing performance. He discussed following four topics continuously for 2 hours.

- (1) “Consumer satisfaction as a master key to succeed in marketing area.”
- (2) “Public relations as a platform to strengthen market position.”
- (3) “Essence of market survey to keep marketing efforts up-to-date.
- (4) “Application of Operations Research Techniques/Models for better managing.”

Shiv Vedanta was confused on the very first day to attend the lecture. He had always thought that whatever he had been doing was the best marketing approach to succeed. He had never thought of these issues. His department had been continuously growing in terms of number of customers, sales and profits, and popularity. He could not convince himself

that the lecture was just a philosophical talk, as the lecture was delivered by the most successful marketing consultant. Though Shiv Vedanta had never thought of these issues, he was successful in the business. He was in dilemma whether he should continue attending lectures. Another problem was whether to practice so called contemporary advanced marketing philosophy being discussed in classroom. And, finally he stopped attending college within a week.

**Questions for Discussion :**

- (1) Do you believe that an experienced and successful manager should join such management programmes ?  
Why ?
  - (2) How would you evaluate the topics Vijay Bhadu discussed on the very first day.
  - (3) Would you advice Shiv Vedanta to continue evening management course ?
  - (4) Do you think that Shiv Vedanta should use modern theory of marketing in the practice ?
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