



RS-010-001507

Seat No. _____

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

March - 2019

507 - Advance Marketing Management - I
(Old Course)

Faculty Code : 010

Subject Code : 001507

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

[Total Marks : 70

Instructions : (1) All questions are compulsory.
(2) Figures on the right hand side indicates marks of that relevant questions.

1 Define Cyber Marketing. Explain it's process in detail. 14
Also give limitations of it.

OR

1 Write a short note : 14
(a) Green Marketing.
(b) Consumerism.

2 What is Marketing Control ? Explain different tools of 14
marketing control.

OR

2 Explain the marketing strategies required for - 14
(a) Market leader
(b) Market challengers.

3 Define Advertising Budget. Explain any five methods of 14
setting advertizing budget.

OR

3 Define Advertising Agency. Explain functioning of Ad 14
Agency.

4 Define sales force management. Explain methods of designing sales force size. 14

OR

4 Define sales force training. Explain different methods for sales force training. 14

5 What is Marketing Information System ? Explain its component. 14

OR

5 Define Questionnaire. How to prepare it ? Explain different types of questions with examples. 14
