



**RT-161100010507**

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

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

**March - 2019**

**Advanced Marketing Management**

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

[Total Marks : 70

- 1 What is a questionnaire? What are the key issues to be considered while preparing a questionnaire? **2+12**

**OR**

- 1 Define a research report. What are the characteristics of a good research report? **4+10**

- 2 Explain the factors affecting a marketer while making the choice of media for advertising. **14**

**OR**

- 2 Explain in detail the different methods of advertising budgets. **14**

- 3 Define in detail the challenges faced by a marketer in international markets. **14**

**OR**

- 3 Define international marketing environment in detail. **14**

- 4 What is CRM? Explain in detail the different components of CRM. **2+12**

**OR**

- 4 (a) Green Marketing **7**  
(b) Cyber Marketing **7**

- 5 What are cases? Define the role and importance of case studies in management education. 2+12

**OR**

- 5 Tourism in Gujarat has seen a manifold growth. 7+7

Particularly after the Gujarat government decided to hire Amitabh Bachchan as its brand ambassador. Amitabh Bachchan has played a very major role in making Gujarat reach the fifth spot in Indian states, pertaining tourism. Places like Kutch, Dwarka, Somnath, Gir Sanctuary, etc. So far the government has largely focused only on tourism pertaining to pleasure and pilgrimage.

The government plans to develop other places in the State for tourism. One of the places identified is the city of Rajkot. Unfortunately the city of Rajkot is neither a pilgrimage destination nor does it possess any such natural attractions like a jungle or a seacoast or Desert etc. The government is in a dilemma as to how to develop Rajkot as a tourist destination.

(The above case is fictitious is and has no actual relevance to government policies)

- (a) What different tourism products can be created in Rajkot to promote tourism?
- (b) What promotion mix strategy would you suggest for promoting Rajkot as a tourist destination?