



**RAC-010-001607**

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

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

**March - 2019**

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

**Faculty Code : 010**

**Subject Code : 001607**

Time : 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 'Brand' and 'Branding' ? 14  
Explain the benefits and problems of Branding.

**OR**

1 What do you mean by After-sales services ? Explain the 14  
types of After-sales services.

2 What do you mean by retailing ? Explain the growth 14  
of retail marketing in India.

**OR**

2 What do you mean by 'service' ? Explain the Service 14  
Marketing Mix.

3 What do you mean by Rural Marketing ? Explain the 14  
growth of rural markets.

**OR**

3 Explain the problems related to rural marketing. 14

4 What do you mean by International Marketing ? 14  
Explain the role of International Marketing.

**OR**

4 Explain the variables in International Marketing. 14

5 Read the case carefully and give the answers of questions given below it.

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Case : Marketing Theory and Practice

Mr. 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, commitment, and better communication skills. Despite he had very tight 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, Mr. Bhadu, an eminent marketing consultant and visiting faculty in several management institutes, delivered a lecture on needs of modern marketing thoughts for better marketing. He discussed following topics continuously for 2 hours.

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

Mr. 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. He could not convince himself that the lecture was just a philosophical talk, as the lecture was delivered by the most successful marketing consultant. Vedanta had never thought of these issues and thought he was successful. 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 ?
- (2) How would you evaluate the topics Mr. Bhadu discussed on the very first day ?
- (3) “Though Mr. Vedanta was unaware of modern marketing knowledge, he was successful in his job.” Comment.
- (4) Would you advice Mr. Vedanta to continue evening management course ? Why ?