



JAB-161100010507 Seat No. _____

B. B. A. (Sem. V) (CBCS) (W.E.F.2016) Examination
October - 2019
Advanced Marketing Management

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

[Total Marks : 70

Instructions : (1) There are five questions each of 14 marks.
(2) Figures to the right indicate marks of the questions.

1 Define the terms Sample and Sampling. Discuss different types (methods) of sampling. 14

OR

1 What is Research Report? Discuss the qualities of good research report. 14

2 Define Advertising Media. Discuss different types of advertising media. 14

OR

2 Discuss the positive and negative outcomes of Advertising. 14

3 What is International Marketing? Discuss the key decisions in international marketing. 14

OR

3 Discuss the practical difficulties (challenges) of international marketing. 14

4 Define Online Marketing. Discuss benefits and limitations of cyber (online) marketing. 14

OR

4 Define Green Marketing. Discuss green marketing efforts and managerial implications. 14

- 5 Read the following case and give the answer given below it.

14

L'Oreal

When it comes to globalizing beauty, no one does it better than L' Oreal. The company was founded in Paris over 100 years ago by a young chemist, Eugene Schueller, who sold his patented hair dyes to local hairdressers and salons. By the 1930s, Schueller had invented beauty products like suntan oil and the first mass-marketed shampoo. Today, the company has evolved into the world's largest beauty and cosmetics company, with distribution in 130 countries, 23 global brands and € 17.5 billion in sales.

Much of the company's international expansion and success is credited to Sir Lindsay Owen-Jones, who transformed L'Oreal from a small French business to an international cosmetics phenomenon with strategic vision and precise brand management. During his almost 20 years as CEO and chairman, Owen-Jones divested weak brands, invested heavily in product innovation, acquired ethnically diverse brands, and expanded into markets no one had dreamed of, including China, South America, and the former Soviet Union. His quest: to achieve diversity, "meet the needs of men and women around the globe, and make beauty products available to as many people as possible."

Well known for its 1973 advertising tagline - "Because I'm Worth It" - L' Oreal is now a leader in beauty products around the world. As Gilles Weil, L'Oreal's head of luxury products, explained, "You have to be local and as strong as the best local, but backed by an international image strategy."

Questions :

- (1) Discuss the international strategy of L' Oreal.
- (2) Comment on: "You have to be local and as strong as the best local, but backed by an international image strategy."
- (3) Suggest some innovative marketing ideas to expand the Indian market for L' Oreal.