



**JAA-010-001507**

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

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

**October - 2019**

**507 : Advance Marketing Management - I**  
*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001507**

Time : **2:30** Hours]

[Total Marks : **70**

- Instructions :** (1) Attempt Questions based on internal option.  
(2) All questions carry equal marks.  
(3) Right side figure indicate the marks.

**1** What is Consumerism ? Explain importance of consumerism **14**  
in India.

**OR**

**1** Define : Green Marketing. Describe Green Marketing **14**  
Efforts by Indian Corporates and Role of Green Marketing.

**2** Explain process of Analysing competitors. Give brief **14**  
idea about market leader strategies.

**OR**

**2** What is marketing control ? Explain efficiency control and **14**  
strategic control with suitable examples.

**3** Describe the process of developing advertising message **14**  
with suitable examples.

**OR**

**3** Explain various methods of Advertising Budget. **14**

4 Describe sales force remuneration methods. Enlist factors affecting sales force remuneration. 14

**OR**

4 Define : Sales force control. Also explain process and methods of sales force control. 14

5 Explain key issues involved in Questionnaire preparation. 14

**OR**

5 Describe various types of sampling procedures. 14

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