



JF-010-001607

Seat No. _____

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

August - 2019

Advanced Marketing Management - II
(Old Course)

Faculty Code : 010

Subject Code : 001607

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 brand and branding. Discuss the objectives of branding. 14

OR

1 Discuss the concept of packing and packaging. Also discuss the characteristics of a good package. 14

2 What is retailing? Discuss the key (important) decisions in retailing. 14

OR

2 Define service and discuss the 7Ps of service marketing mix. 14

3 Define rural marketing. Discuss the role of rural marketing in India. 14

OR

3 Discuss different problems related to rural marketing. 14

4 What is international marketing? Discuss the characteristics of international marketing. 14

OR

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- 4 Discuss different variables of international marketing environment. 14
- 5 Read the following case and give answers to the questions given below it. 14

SINGAPORE AIRLINES (SIA)

Singapore Airlines is consistently recognised as the world's "best" airline - it wins so many awards, it has to update its Web site monthly to keep up to date - in large part due to its stellar efforts at holistic marketing. SIA continually strives to create a "wow effect" and surpass expectations of its customers. Famous for pampering passengers, it was the first to launch individual video screens at airplane seats. To improve its food, SIA built the first-of-its-kind \$1 million simulator to mimic the air pressure and humidity found inside a plane. Because taste buds change in the air, SIA found that, among other things, it needed to cut back on spices. SIA places a high emphasis on training through its "Transforming Customer Service (TCS)" program, which includes staff in five key operational areas: cabin crew, engineering, ground services, flight operations, and sales support. The TCS culture is embedded in all management training, company-wide. TCS also uses a 40-30-30 rule in its holistic approach to people, processes, and products: 40% of resources go to training and invigorating staff, 30% is spent on reviewing process and procedures, and the last 30% on creating new product and service ideas. In 2007, with its innovatively designed Boeing 777-300 ERS and Airbus A380 planes, SIA set new standards of comforts in all classes of service, from eight private minirooms in first class to wider seats, AC power supplies, and USB ports in coach.

Questions :

- (1) Discuss the service marketing strategies of Singapore Airlines.
- (2) State the importance of training of 'People' (employees) with reference to Singapore Airlines.