



**PE-010-001607**

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

**B. B. A. (Sem. VI) (W.E.F. 2012) Examination**

**March / April - 2020**

**Advance Marketing Management - 02**

*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001607**

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

[Total Marks : 70

1 What is branding ? Explain benefits and problems of branding. 14

**OR**

1 Enlist types of after sales services. Also describe significance of after sales services in modern marketing. 14

2 Describe growth of retail marketing in India. 14

**OR**

2 Explain characteristics of services with suitable examples. 14

3 Describe Rural Marketing mix with suitable examples. 14

**OR**

3 Explain various problems related to Rural Marketing. 14

4 Explain forces leading to Growth of International Marketing. 14

**OR**

4 Describe variables of International Marketing Environment. 14

5 XYZ Ltd. would like to enter into FMCG market in India. Considering present scenario of FMCG Industry prepare the branding strategy for XYZ Ltd. 14

**OR**

5 ABC Multinational Company is ready to enter into Rural Market of India. Company is a leader in soft drink. Products in various countries According to you suggest Rural Marketing Strategies by preparing Rural Marketing Mix for the company. 14