



BCL-161100010507

Seat No. _____

B. B. A. (Sem. V) (CBCS) (W.E.F. 2016) Examination

August - 2021

**Marketing Group : Advance Marketing
(Old Group)**

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

[Total Marks : 70

Instructions : (1) Attempt any Five Questions
(2) All questions carry equal marks.

- 1 Define marketing Research. Explain key issues in preparing Questionnaire with types of questions with examples. 14
- 2 What is marketing information system ? Explain its components in detail. 14
- 3 Define Advertising. Explain social issues (Positive & Negative outcomes) of Advertising. 14
- 4 Explain communication test and sales effect methods of measuring advertising effectiveness. 14
- 5 Define International marketing. Explain key decision areas in International Marketing with examples. 14
- 6 Write a detailed note on International marketing environments and variables. 14
- 7 Define Green Marketing. Explain Green Marketing efforts and its managerial Implications. 14
- 8 Explain cyber/online marketing Activities and process in detail. 14
- 9 Define case study. Explain Roles and Guidelines for case study. 14

- 10** S S Tours and Travel Co. is a leading firm works in Rajkot **14**
since 2010. The company offers various kinds of Tour
Packages for domestic as well as international tourist spots.
Company has a very good reputation in Saurashtra Region
with respect to Economic rates and good services. But due
to Covid-19, company business is heavily damage during
2020 and 2021. Suggest an effective marketing plan to
S S Tours and Travel Co. to over comes this Pandemic.
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