



**BCK-010-001507** Seat No. \_\_\_\_\_

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

**August – 2021**

**Advance Marketing Management : 01**

**(Old Course)**

**Faculty Code : 010**

**Subject Code : 001507**

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

[Total Marks : 70

**Instructions :**

- (1) It is compulsory to attend all questions.
- (2) Each questions carries 14 marks.

1 What do you mean by Cyber marketing ? Explain Cyber Marketing process. 14

**OR**

1 What do you mean by Consumerism ? Explain importance of consumerism. 14

2 Explain different demand situations and relevant Marketing management tasks with examples. 14

**OR**

2 What do you mean by Marketing Control ? Explain the tools of Marketing Control. 14

3 What do you mean by Advertising Media ? Explain types of Advertising Media. 14

**OR**

3 Explain Social issues of advertising : Advantages and Limitations. 14

4 What do you mean by Sales Force Management ? 14  
Explain its objectives.

**OR**

4 Explain Sales Force Training. 14

5 What do you mean by Marketing Information System ? 14  
Explain the Components of MIS.

**OR**

5 What do you mean by research report ? Explain the 14  
characteristics of a good research report ?

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