



BBP-010-001607

Seat No. _____

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

July - 2021

607-Advanced Marketing Management-II

Faculty Code : 010

Subject Code : 001607

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

[Total Marks : 70

1 What is Branding ? Define the benefits and problems of Branding. (14)

OR

1 (a) Packaging (7+7)
(b) Labeling

2 What is Retailing ? Define the key decisions related to Retailing. (14)

OR

2 Define the concept of services. Also explain the Service Marketing Mix. (14)

3 Explain the concept and characteristics of Rural Marketing. (14)

OR

3 Explain in detail the various problems related to Rural Marketing. 14

4 Explain the different variables of International Marketing Environment. (14)

OR

4 Explain in detail the problems and challenges pertaining to International Marketing. (14)

- 5 Mr. Soni is a jeweler and handles a small traditional jewellery store which he has inherited from his family. The jewellery market is a growing market and a high margin business. But with the advent of international brands, the preference for the jewellery made by Mr. Soni is reducing. Mr. Soni wants to redefine his marketing mix, so as to turn his slowing business into a profitable one. Suggest some innovative strategies to Mr. Soni. (14)

OR

- 5 Mr. Sumit Patel (MBA) has just joined his family business. A 45-year-old ice cream outlet, located in the heart of Rajkot. The outlet sells more than 50 flavours of ice cream and is a popular joint among the people of Rajkot. The business has been doing well almost since the time it has started. But Mr. Sumit being an enthusiastic entrepreneur wants to expand this business further on. He wishes to expand his business at first stage to the whole of Saurashtra. He seeks your help to advise him as to what factors should he keep in mind while setting the distribution network for his products. He also wants to know what type of distribution network would be best suited for a product like ice creams. (14)