

DBO-161100010507 Seat No. _____

B. B. A. (Sem. V) (W.E.F. 2016) Examination June - 2022

Advance Marketing Management

Time	$e: 2\frac{1}{2}$ Hours]	[Total	Marks:	7 0
Instruction: Attempt any 5 out of 10 questions.				
1	Define: Research Design. Explain explorate design.	ory res	earch	14
2	Describe concept and components of Market Information System (MIS).	ting		14
3	What is Advertising budget? Explain factor advertising budget.	ors affe	cting	14
4	Explain methods of Advertising budgets.			14
5	Define International Marketing. Describe chof international marketing.	naracter	cistics	14
6	Explain key decisions in international mark	keting.		14
7	Describe concept of Direct Marketing and of Marketing with suitable examples.	online		14
8	What is Customer Relationship Marketing Explain importance of customer relationship	,		14
9	Describe role of case study with suitable es	xamples	s.	14
10	Explain case study guidelines with suitable	examp	ples.	14