



DBO-19BBA506

Seat No. _____

B. B. A. (Sem. V) (CBCS) (W.E.F. 2019) Examination

June - 2022

Advance Marketing (Marketing Group)

(New Course)

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

[Total Marks : 70

- Instructions :** (1) Figures on the right hand side indicate marks of that relevant question.
(2) All questions carry equal marks.
(3) Attempt any four questions.

- 1 What is Marketing Research ? Explain the concept of research design with its types in detail. **17.5**
- 2 Write a detailed note on Research Report with respect to the qualities and formats that's required to maintain. **17.5**
- 3 Define advertising. Explain importance and objections on advertising. **17.5**
- 4 Write a detailed note on concept of Advertising Layout. **17.5**
- 5 Define International Marketing. Explain entry methods in detail with examples. **17.5**
- 6 Write a detailed note on online payment options and major players in India. **17.5**
- 7 Define case study. What are the major components of case study ? Explain in detail. **17.5**
- 8 What is case study ? Explain advantages and limitations of using case study. **17.5**