



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

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

**March - 2022**

**Advanced Marketing Management**

**Faculty Code : 010**

**Subject Code : 001507**

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

[Total Marks : 70

1 Define the concept and components of MIS (Marketing Information Systems). 14

**OR**

1 Define in detail the different data collection methods. 14

2 Explain in brief the different types of advertising media. 14

**OR**

2 (a) Ad copy 7+7  
(b) Social issues of advertising

3 Define in detail the challenges faced by a marketer in international markets. 14

**OR**

3 Elaborate the key decisions taken by international marketers. 14

4 Explain the concept, benefits and limitations of online marketing. 14

**OR**

4 (a) CRM 7+7  
(b) Green marketing

5 What are cases ? Define the role and importance of case studies in management education. 2+12

**OR**

5 Tourism in Gujarat has seen a manifold growth. Particularly 7+7

after the Gujarat government decided to hire Amitabh Bachchan as its brand ambassador. Amitabh Bachchan has played a very major role in making Gujarati reach the fifth spot in Indian states, pertaining tourism. Places like Kutch, Dwarka, Somnath, Gir Sanctuary, etc. So far the government has largely focused only on tourism pertaining to pleasure and pilgrimage.

The government plans to develop other places in the state for tourism. One of the places identified is the city of Rajkot. Unfortunately the city of Rajkot is neither a pilgrimage destination nor does it possess any such natural attractions like a jungle or a seacoast or Desert etc. The government is in a dilemma as to how to develop Rajkot as a tourist destination.

*(The above case is fictitious and has no actual relevance to government policies)*

- (a) What different tourism products can be created in Rajkot to promote tourism ?
- (b) What promotion mix strategy would you suggest for promoting Rajkot as a tourist destination ?

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