



DM-010-001607

Seat No. _____

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

March - 2022

Advance Marketing Management

(Old Course)

Faculty Code : 010

Subject Code : 001607

Time : **2.30** Hours]

[Total Marks : **70**

1 Explain the concept of branding and give the benefits and problems of branding. 14

OR

1 Give the meaning of labeling and write uses of labelling in detail. 14

2 Explain the concept of retailing and write the growth of retail marketing in India. 14

OR

2 Discuss the term marketing of services along with its characteristics. 14

3 What is rural marketing and write the characteristics of it. 14

OR

3 Explain the role of rural marketing in India. 14

4 Explain the term international marketing and discuss the role of it. 14

OR

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[Contd...

4 What are the practical problems and challenges face by international marketing in india. 14

5 Case : (Introductory Marketing Strategy) 14

Recently, Puja Chemicals, Ahmedabad-based sole propriety unit, has developed new hair oil. The product is based on Ayurvedic concept. All formalities including packing and packaging, labeling and brand name have been just completed. Mr. Mohanlas, the promoter of firm, is not professionally qualified and so he wants to take help of management consultant to introduce the product successfully in the local market. He is planning to introduce the same within the city first to know reactions of consumers and dealers. Mr. Mohanlas requests you to help him.

Exercise :

- (A) What is the first step you initiate in launching a new product in market ?
- (B) What types of advertising programme would you suggest to Mr. Mohanlas ?
- (C) Give your comment on pricing strategies for introductory stage.
- (D) Do you recommend personal selling ? Why ?
- (E) Suggest him suitable sales promotion tools.
- (F) Do you think Mr. Mohanlas should appoint professionally qualified and experienced manager to handle marketing activities ?