HAO-161100010507

B. B. A. (Sem. V) (CBCS) (W.E.F. 2016)
Examination
June - 2023
Advance Marketing - II
(Marketing Group)
(Old Course)

Time : $2\frac{1}{2}$ Hours / Total Marks : **70**

Instructions : (1) All questions are compulsory.
(2) Figures on the right hand side indicate marks of that relevant question.

1 What is Marketing Research ? Explain different data collection **14** methods with relevant examples used in markting research.

OR

What is Marketing Information System (MKIS) ? Explain its concept and components in detail.

2 Give he meaning of advertising message. Explain its concepts **14** and process with respective examples.

OR

Define Advertising Budget. Explain different methods of designing advertising budget.

3 What is international marketing ? What are the practical **14** difficulties faced in international marketing ?

OR

Give the primary idea of International agencies affecting international marketing.

4 Define Customer Relationship Marketing (CRM). Write a **14** detailed note on e-CRM.

OR

Define direct marketing and online marketing. Explain the activities of online marketing with respective examples.

5   Define case study. Give the detailed overview on case study   **14**
guidelines.

OR

Case study:

Starbucks generally preferred a premium pricing policy with modified menu as per local tastes at their store layout and works good in India. Starbucks facing intense competition from other domestic and foreign brands established retailers. Out of them, many competitors already spread their business upto smaller towns. As India is of large and complex market in terms of Geographic and demographic factors. It was not yet clear how strabucks should best adopt.

India is among the top 10 largest coffee producer world wide, but mostly prefers tea. Indian per capita coffee consumption is around 85 gm, quite less than France (4.5 kg), Japan (4.6 kg) and US (6 kg). In India, Southern regions have high coffee consumption.

In January 2011, starbucks made an arrangement with Tata Global beverages to enter in Southern India. Upto 2012 their joint venture in retail expanded to $ 80 million. Tata proved to be a trustworthy partner having sound experience of real estate. Tata helped Starbucks in negotiation for prime space store location in leading shopping malls on high traffic areas in the cities. Tata also formed a partnership to offer Starbucks inside Taj Hotels and produce line of Taj Foods at Starbucks.

Tata's expertise in local tastes, market conditions, offering customized Starbucks menu with ice-cream, pastries, modifying interiors, to furnitures, logistic issues, HR practices, training etc. helps Starbucks to spread their business. The coffee bean partnership helped starbucks to maintain its cost structure competible and avoid to pay 100% import taxes. The partnership with Tata helps local farmers in improving coffee bean quality, receives high price, taking seasonal loans and improving working conditions of farm employees.

Questions :

(1)   How Starbucks is facing tough competition in Indian Market?   **4**

(2)   How Tata helped starbucks in real estate segments ?   **5**

(3)   How Tata's local expertize is helped Starbucks in business   **5**
expansion. ?