



Seat No. \_\_\_\_\_

**HAO-19BBA506**  
**B. B. A. (Sem. V) Examination**  
**June - 2023**  
**Advance Marketing Management**  
**(New Course)**

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

**Instruction :** Attempt all the questions based on internal options.

1 What is sampling ? Explain sampling procedure with suitable examples. **20**

**OR**

1 Define : Research design. Describe exploratory and descriptive research designs. **20**

2 Define : Advertising. Explain positive and negative aspects of advertising with suitable recent advertisements. **20**

**OR**

2 Explain various elements of advertising copy. **20**

3 Explain various methods to enter into foreign markets in brief. **15**

**OR**

3 Describe various payment options available in online shopping. **15**

4 Explain advantages and limitations of using case in teaching pedagogy. **15**

**OR**

4 Describe main components of case study in brief. **15**

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