DA-102

December-2021

BBA., Sem.-V

CC-307 : Advanced Marketing Management

Time : 2 Hours]   **[Max. Marks : 50**

Instructions :   (1)   **All** the questions in Section – I carry equal marks.

              (2)   Attempt any **TWO** questions in Section – I.

              (2)   Question – **5** in Section – II is **COMPULSORY**.

SECTION – I

1.   (A)   Explain Brand Identity Prism with an example.   **10**

     (B)   Explain the concept of Brand positioning.   **10**

2.   (A)   Differentiate primary data and secondary data.   **10**

     (B)   Write a detail note on observation Methods.   **10**

3.   (A)   Explain sampling design process in brief.   **10**

     (B)   Explain any two primary scales of measurement in detail.   **10**

4.   (A)   Describe characteristics of services.   **10**

     (B)   Explain service flower in brief.   **10**

SECTION – II

5.   MCQ's. (Any **TEN**)   **10**

   (1)   A Name, Term, Sign, Symbol or a Combination of all of these, intended to identify the goods and services of one seller and differentiate it from other sellers is known as _____.

     (A)   Brand Image   (B)   Brand

     (C)   Brand Identity   (D)   Brand Awareness

(2) _____ is where the Corporate name is used on all Products and Services offered by the Company.

(A) Endorsed Architecture   (B) Freestanding Architecture

(C) Monolithic Architecture   (D) None of the Above

(3) _____ is the unique set of Brand Associations that represents what the Brand stands for and promises to customers.

(A) Brand Image   (B) Brand

(C) Brand Identity   (D) Brand Awareness

(4) Who has developed Brand Identity Prism ?

(A) Jean Noel Kapferer   (B) Philip Kotler

(C) David Aeker   (D) K. Karunakaran

(5) _____ is the first step of Marketing Research Process.

(A) Development of an Approach

(B) Problem Definition

(C) Research Design

(D) Data Preparation

(6) The Objective of _____ research is to explore or search through a problem or situation to provide insights and understanding.

(A) Exploratory Research   (B) Descriptive Research

(C) Causal Research   (D) Conclusive Research

(7) Mall Intercept is a _____ Method.

(A) Personal Interviewing Survey

(B) Mail Interviewing Survey

(C) Observation

(D) Telephone

(8) A Focus Group interview method generally includes _____ members.

(A) 8 to 12   (B) 6 to 8

(C) 3 to 5   (D) 15 to 20

(9) _____ is known as the scale whose numbers serve only as labels and tags for identifying and classifying objects.

(A) Nominal   (B) Ordinal

(C) Interval   (D) Ratio

(10) _____ is known as A Measurement Scale with five response categories ranging from "Strongly Disagree" to "Strongly Agree" which requires the respondents to indicate a degree of agreement or disagreement with each statement.

    (A) Itemized Rating Scale   (B) Likert Scale

    (C) Semantic Differential Scale   (D) Ratio Scale

(11) _____ is known as A 7-Point rating scale with endpoints associated with bipolar labels that have semantic meaning.

    (A) Itemized Rating Scale   (B) Likert Scale

    (C) Semantic Differential Scale   (D) Ratio Scale

(12) _____, _____ and _____ are the 3 additional P's of Services Marketing Mix.

    (A) Product, Process and People

    (B) People, Process and Physical Evidence

    (C) Process, Price and Physical Evidence

    (D) Promotion, Price and Process

(13) Most of the Services cannot be stored for future Sale or Use, and hence they are _____.

    (A) Intangible   (B) Inseparable

    (C) Variable   (D) Perishable

(14) _____ has developed the Flower of Service.

    (A) Christopher Lovelock   (B) Philip Kotler

    (C) V. A. Zeithmal   (D) David Aeker

(15) The Gap between Perceived Services and Expected Services is known as _____.

    (A) Service Delivery Gap   (B) Perceived Service Quality Gap

    (C) Quality Specification Gap   (D) Management Perception Gap

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