

Seat No. : _____

AL-107

April-2022

B.B.A., Sem.-VI

CC-314 : Advance Marketing Management – 2

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All questions in **Section – I** carry equal marks.
 - (2) Attempt any **two** questions in **Section – I**.
 - (3) Question **5** in **Section II** is *Compulsory*.

SECTION – I

1. (A) Discuss any 5 primary objectives of business supplier. 10
(B) Differentiate between business market and consumer market. 10
2. (A) Discuss different Message decisions. 10
(B) How should advertising objectives be set ? 10
3. (A) Discuss any 5 characteristics of Rural Marketing. 10
(B) Discuss Rural Marketing mix. 10
4. (A) Discuss any 5 benefits of CRM. 10
(B) Write a note on relationship building process. 10

SECTION - II

5. Answer any **10** MCQs. 10
 1. _____ distribution system can be used to penetrate the rural market.
(a) Satellite (b) Selective
(c) Exclusive (d) Intensive
 2. For Rural marketing _____ pricing is more suitable.
(a) penetration (b) skimming
(c) going rated (d) none of these
 3. _____ level, decisions are made with long-term objectives.
(a) Strategic (b) Tactical
(c) Operational (d) Performance
 4. _____ cost is involved in holding goods in a warehouse.
(a) Inventory (b) Transportation
(c) Facility (d) Processing
 5. _____ transportation is best suited for time-sensitive and emergency shipments.
(a) Air (b) Truck
(c) Pipeline (d) Water

6. _____ is any paid form of non-personal presentation of services/products by an identified sponsor.
 - (a) Advertising
 - (b) Marketing
 - (c) Promotions
 - (d) Publicity
7. _____ are the wordsmiths who do the wording of an advertisement.
 - (a) Copy-writers
 - (b) Accounts Executive
 - (c) Copy-chief
 - (d) Creative Director
8. Expand DAGMAR
 - (a) Defining Advertising Goals for Measured Advertising Results
 - (b) Developing Advertising Goals for Measuring Advertising Results
 - (c) Defining Agency Goals for Measured Advertising Results
 - (d) Defining Advertising Goals for Marketing & Advertising Results
9. Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers ?
 - (a) Media Planner
 - (b) Client Service Executive
 - (c) Media Buyer
 - (d) Advertising Agency
10. Which of the following is defined as an ability to track and respond to clients in an individualized manner ?
 - (a) Personalization
 - (b) Automation
 - (c) Inbound Management
 - (d) Outbound Management
11. Which of the below is an example of Direct Mail ?
 - (a) Personal Selling
 - (b) Advertising
 - (c) Public Relations
 - (d) Direct Marketing
12. A person or company that yields a revenue more than incurred costs of selling and serving is called _____.
 - (a) superior value
 - (b) dissatisfaction
 - (c) satisfied customers
 - (d) profitable customers
13. What factors should be considered while setting the advertising budget ?
 - (a) Competition
 - (b) Market situation
 - (c) Sales decay rate
 - (d) All of the above
14. Rural Marketing involves _____.
 - (a) both producing and selling products in rural areas
 - (b) producing in rural areas and selling in any area
 - (c) producing in urban areas and selling in rural areas
 - (d) at least one of producing or selling in rural area
15. Rural Marketing is not required because _____.
 - (a) rural people do not understand marketing
 - (b) its not practical from the cost point of view
 - (c) it is sheer wastage of time
 - (d) All are wrong