

Seat No. : _____

MM-103

May-2022

BBA, Sem.-V

CC-307 : Advanced Marketing Management-I

Time : 2 Hours]

[Max. Marks : 50

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

Section – I

Attempt any **two** questions of the following :

40

1.
 - (a) Define Brand Identity. Discuss the various perspectives of Brand Identity.
 - (b) Brand Equity is considered as an Asset for the firm - Discuss in detail.
2.
 - (a) Narrate the advantages and disadvantages of In-depth Interviews.
 - (b) Six "W" framework also known as Journalist's framework is part of which research design? Write a detailed note on it.
3.
 - (a) Describe the primary scales of measurement.
 - (b) Briefly explain the report preparation and presentation process.
4.
 - (a) Define Services. Write down the characteristics of Services.
 - (b) Describe the reasons for the growth of service sector.

Section – II

5. Choose the correct answer from the following and rewrite the correct answer : (Any **Ten**)
- (1) A/An _____ comprises of the physical details of the product.
- | | |
|---------------|--------------|
| (a) Benefit | (b) Part |
| (c) Attribute | (d) Elements |

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- (2) Image of Supplier, Image of Product and Image of Consumer are the components of _____.
- (a) Brand Image (b) Brand Equity
(c) Brand Identity (d) Brand Knowledge
- (3) When a firm uses an established brand to introduce a new product, it is called as brand _____.
- (a) Equity (b) Family
(c) Extension (d) Identity
- (4) _____ means brand's physical attributes.
- (a) Brand Relationship (b) Brand Personality
(c) Brand Culture (d) Brand Physique
- (5) If the study is carried out once and represent a snapshot of one point in time, then the study is _____.
- (a) Longitudinal Study (b) Multiple Study
(c) Cross-sectional Study (d) Timely Study
- (6) If time is of the essence for a research project, the preferred contact method is _____.
- (a) Email (b) Post
(c) Telephone (d) Group Interview
- (7) _____ research is the gathering of primary data by watching people.
- (a) Experimental (b) Survey
(c) Observational (d) Causal
- (8) In _____, each sample has equal and known chance of selection.
- (a) Simple random sampling (b) Cluster sampling
(c) Stratified sampling (d) Snowball sampling
- (9) Under _____ non-probability sampling technique, an initial group of respondents is selected randomly, subsequent respondents are selected based on the referrals or information provided by the initial respondents.
- (a) Quota Sampling (b) Simple Random Sampling
(c) Snowball Sampling (d) Cluster Sampling

- (10) A scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between the numbers and the objects is called _____.
(a) Nominal (b) Ordinal
(c) Interval (d) Ratio
- (11) A structured question with only two response alternatives, such as yes or no, is called as _____ question.
(a) Multiple choice (b) Scale
(c) Dichotomous (d) Checklist
- (12) Camera, tape recorder, video tape etc are _____ devices of observation.
(a) Casual (b) Irregular
(c) Mechanical (d) Seasonal
- (13) Hybrid offer consists of equal parts of goods and _____.
(a) Services (b) Objects
(c) Places (d) Influences
- (14) _____ means possession of the required skills and knowledge of the service performers.
(a) Responsiveness (b) Competence
(c) Reliability (d) Courtesy
- (15) The difference between customer-driven service designs and standards and service delivery is called as _____.
(a) Service delivery gap (b) Management perception gap
(c) Market communication gap (d) Knowledge gap
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