

Seat No. : _____

AF-104

August-2021

BBA., Sem.-VI

CC-314 : Advanced Marketing Management

Time : 2 Hours]

[Max. Marks : 50

SECTION 1

ATTEMPT ANY TWO QUESTIONS OUT OF FOUR IN SECTION 1

1. (A) Explain steps in business buying process with a suitable example. **(10)**
(B) Discuss the difference between business and consumer markets. **(10)**
2. (A) Write a note on 'Evaluating Advertising Effectiveness'. **(10)**
(B) Write a note on 'Setting Advertising Objectives'. **(10)**
3. (A) Discuss the importance of rural marketing in India. **(10)**
(B) Explain the rural marketing mix with a suitable example. **(10)**
4. (A) 'Customer Centric Marketing & Processes are the keys to development of Customer Relationship Management.' Comment on the statement. **(10)**
(B) Discuss the Customer Relationship Management Road Map with an appropriate example. **(10)**

SECTION 2

ATTEMPT ANY TEN QUESTIONS IN SECTION 2

THIS SECTION CARRIES 10 MARKS.

5. (1) Business buyers are _____ (many/few) in number, but each buyer places a large order.
- (2) There exists the _____ theory for the impact of advertising, (present versus future/strong versus weak)
- (3) Rural market in India is wide and scattered. (True/False)
- (4) Rapid advances in technology have contributed to the evolution and growth of CRM. (True/False)
- (5) The primary objective of a business supplier is to align his goals with the goals of business buyer. (True/False)
- (6) AIDA in advertising means _____. (Interest, Desire, Action)
- (7) Rural marketing in India has led to the downfall of agro-based industries. (True/False)
- (8) 6E Rewards from Indigo is an example of Customer Relationship Management in the aviation industry in India. (True/False)
- (9) The significant factors affecting business buying behaviour include buy class, _____ and importance of purchase. (advertising type/product type)
- (10) Two methods to set advertising budget are affordability method and _____. (customer-parity method/ competitive-parity method)
- (11) _____ proves to be a challenge to rural marketing in India. (Growth of agriculture/ Rampant illiteracy)
- (12) Organizational Capabilities under CRM should be built through _____ marketing. (internal/external)
- (13) In the business buying process, there are several buying roles such as initiator, influencer, decision-maker, user etc. (True/False)
- (14) 'Use of celebrity endorsements in advertising has its own share of disadvantages.' (True/False)
- (15) _____ is in the business of providing and managing Software As A Service (SAAS) based CRM in India. (MobiKwik/Freshdesk)