

BBA Sem-5 Examination

CC 307

Advance Marketing Management

Time : 2-00 Hours]

August 2021

[Max. Marks : 50

Instructions: All questions in Section I carry equal marks.
 Attempt any two from Section I.
 Question V in Section II is compulsory.

	Section 1: Attempt any two questions of the following:	(40)
Q-1 a	Define Brand Identity. Discuss the various perspectives of Brand Identity.	(10)
Q-1 b	Define Brand. Discuss the various dimensions of Brand Image.	(10)
Q-2 a	Narrate the advantages and disadvantages of Focus Group Interviews.	(10)
Q-2 b	Classify the marketing research designs and explain any one research design in detail.	(10)
Q-3 a	Describe the steps of questionnaire design process.	(10)
Q-3 b	Describe the Probability Sampling Methods.	(10)
Q-4 a	Define Services. Write down the characteristics of Services.	(10)
Q-4 b	Describe the reasons for the growth of service sector.	(10)
	Section 2:	
Q-5	Choose the correct answer from the following and rewrite: (Any Ten)	(10)
1	The sum total of all associations with brand that are perceived in the customer's mind is termed as Brand _____. a. Image b. Prism c. Extension d. Physique	
2	The customer is much more interested in the _____ rather than the attributes. a. Benefits b. Parts c. Elements d. Parameters	
3	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	
4	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	

5	_____ means brand's physical attributes.	
	a. Brand Relationship b. Brand Personality	c. Brand Culture d. Brand Physique
6	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
7	What does quantitative research measures?	
	a. Feelings and opinions b. Time	c. Numbers and figures d. Weight
8	Which data collection techniques cannot study attitudes?	
	a. Online b. Telephone Interview	c. Mail survey d. In-depth Interview
9	If time is of the essence for a research project, the preferred contact method is _____	
	a. Email b. Post	c. Telephone d. Group Interview
10	_____ research is the gathering of primary data by watching people.	
	a. Experimental b. Survey	c. Observational d. Causal
11	In _____, each sample has equal and known chance of selection.	
	a. Simple random sampling b. Cluster sampling	c. Stratified sampling d. Snowball sampling
12	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
13	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
14	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

15	<p>Respondents are asked to rate an attitude object on a number of multiple-point rating scales bounded at each end by one of two bipolar adjectives or phrases. This type of question is called:</p> <p>a. Dichotomous b. A semantic differential</p> <p>c. Multiple choice d. A likert scale</p>	
16	<p>Hybrid offer consists of equal parts of goods and _____.</p> <p>a. Services b. Objects</p> <p>c. Places d. Influences</p>	
17	<p>_____ means possession of the required skills and knowledge of the service performers.</p> <p>a. Responsiveness b. Competence</p> <p>c. Reliability d. Courtesy</p>	
18	<p>_____ marketing may be defined as the managerial process through which a series of interactions between service provider and consumer are organised to facilitate efficient participation in service production and consumption that satisfies the needs and wants of the consumers.</p> <p>a. Internal marketing b. External marketing</p> <p>c. Interactive marketing d. None of the above</p>	
19	<p>The difference between customer-driven service designs and standards and service delivery is called as _____ gap.</p> <p>a. service delivery gap b. management perception gap</p> <p>c. Market communication gap d. Knowledge gap</p>	
20	<p>When the demand exceeds the maximum capacity of a service firm, the situation is called _____ demand situation.</p> <p>a. falling b. excess</p> <p>c. irregular d. Seasonal</p>	

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