

Seat No. : \_\_\_\_\_

**XD-117**

**T.Y. B.B.A.**

**March-2013**

**Advance Marketing Management**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) Attempt **all** the questions.  
(2) Explain the topic with examples wherever necessary.

1. (a) Explain probability sampling methods in brief. **7**  
(b) Discuss the important aspects to be considered while framing a questionnaire. **7**

**OR**

- (a) Discuss the advantages and disadvantages of secondary data collection. **7**  
(b) Explain various research designs used in marketing. **7**

2. Write detail notes on : **14**  
(a) Visual Merchandising in retailing.  
(b) External Atmospheric in retailing.

**OR**

- (a) Discuss various types of retail locations. **7**  
(b) Explain Retailing and its characteristics. **7**

3. (a) Discuss various challenges and opportunities faced by brand marketers in today's context. **8**  
(b) Write a note on : **6**  
(i) Brand Judgement  
(ii) Brand Imagery

**OR**

- (a) Discuss Brand Awareness & Brand Image as a source of Brand Equity. **8**  
(b) Write a note on : **6**  
(i) Brand Personality  
(ii) Brand Performance

4. (a) Discuss characteristic of services along with its marketing problems for marketer of services. **8**
- (b) Write a note on : **6**
- (i) Internal Marketing in Services.
- (ii) 3 additional P's in Services Marketing Mix.

**OR**

- (a) Discuss Services Gap Model. **8**
- (b) Write a note on : **6**
- (i) TQM in Services Marketing
- (ii) Demand Patterns in Services
5. (a) Discuss objectives of Global Marketing. **7**
- (b) Write a note on : **7**
- “Cultural Variable and International Business Environment.”

**OR**

- (a) Discuss joint venture & strategic alliances as modes of entry into international markets. **7**
- (b) Discuss political interventions and risks in international marketing. **7**
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