

Seat No. : _____

AF-103

April-2023

B.B.A., Sem.-VI

CC-314 : Advanced Marketing Management

Time : 2½ Hours]

[Max. Marks : 70

1. (A) Differentiate between Business and Customer markets. 7
(B) Explain the business buying process with a suitable example. 7

OR

- (A) Discuss the factors affecting business buying behaviour. 7
(B) Discuss the characteristics of business buyers in detail. 7

2. (A) Discuss the various advertising objectives in detail. 7
(B) Discuss the various methods of setting an advertising budget. 7

OR

- (A) Discuss the various Media decisions in advertising. 7
(B) Explain the Message decisions in Advertising. 7

3. (A) What are the reasons for rural market boom in India ? 7
(B) Explain Rural marketing mix with a suitable example. 7

OR

- (A) Discuss the characteristics of Rural Marketing in Indian context. 7
(B) What are the major problems and challenges in rural marketing in India ? 7

4. (A) Discuss the benefits of Customer Relationship Management. 7
(B) Explain how customer centric marketing and process will help a business in Customer Relationship Management. 7

OR

- (A) Discuss the road map for Customer Relationship Management. 7
(B) Building organizational capabilities through internal marketing is crucial for successful CRM. 7

5. Do as directed : (Any 7 out of 12)

14

- (1) Business Market contains large number of small buyers with small orders. (True/False)
- (2) _____ refers to an agreement between two or more companies to purchase each other's products, often irrespective of whether such purchases represent the lowest cost or best value to the buyers.
 - (a) Reciprocal buying
 - (b) Repeat Buying
 - (c) Special Buying
 - (d) General Buying
- (3) _____ is any paid form of non-personal presentation and Promotion of ideas, goods, or services by an identified sponsor.
 - (a) Advertising
 - (b) Publicity
- (4) In _____ method, the decision of Advertising Budget depends on comparison with competitor's budget and practice.
 - (a) Affordability
 - (b) Competitive Parity
 - (c) Objective and Task
 - (d) Percent of Sales
- (5) Two theories to measure the impact of advertising are ____ and _____.
(Soft and Hard / Strong and Weak)
- (6) Measuring advertising effectiveness includes ____ and ____ of advertisements.
(Pre-testing, Post testing/ Strong testing, Weak testing)
- (7) Rural marketing is important as it leads to _____.
 - (a) Improved living standard
 - (b) Low Living Standard
- (8) Reasons responsible for rural market boom in India include _____.
 - (a) Growth of computer based industry
 - (b) Growth of agro based industry
- (9) Rural Market in India is very large in Size. (True/False)
- (10) CRM is outdated and useless concept. (True/False)
- (11) CRM has mainly evolved due to _____ and _____.
 - (a) Rapid advances in technology and Adoption of TQM
 - (b) Advertising effectiveness and Adoption of cost saving programs
- (12) _____ is NOT a step of Customer Relationship Building Process.
 - (a) Identify
 - (b) Interact
 - (c) Select
 - (d) Differentiate