

B.B.A. Sem.-6 Examination**AMM-2 CC-314(2)****Advanced Marketing Management-2****Time : 2-30 Hours]****October-2024****[Max. Marks : 70****Instruction :** (1) Figures to the right indicate Full Marks of the questions.

- 1 (a) Write a note on primary objectives of business suppliers. 7
 (b) Explain term business market and Explain any seven characteristics of business market. 7
 OR
- 1 (a) Enlist and discuss the steps of business buying process. 7
 (b) Differentiate between Industrial market and consumer market. 7
- 2 (a) Write a note on Impact of advertising. 7
 (b) Discuss the message decision in context of advertising. 7
 OR
- 2 (a) Write a note on various advertising objectives in detail. 7
 (b) "Measurement of advertising effectiveness is a very essential aspect of a advertising programme"--Discuss the statement. 7
- 3 (a) Describe main rural marketing problems and challenges. 7
 (b) Write a note on Importance of rural marketing. 7
 OR
- 3 (a) What do you mean by rural marketing Mix? Discuss briefly its elements. 7
 (b) Define rural marketing. Discuss its characteristics. 7
- 4 (a) Define CRM strategy. Describe stages of CRM strategy implementation of road map. 7
 (b) Write a note on benefits of customer relationship management. 7
 OR
- 4 (a) Explain customer relationship building process. 7
 (b) Write a note on Evolution of CRM 7
- 5 Multiple choice questions (MCQs) (any seven) : 14
 (1) Who is a business buyer?
 (a) Business firm (b) Manufacturing Companies (c) Constructors (d) All of the above
 (2) Which is not a valid objective of business suppliers?
 (a) Reciprocal business buying opportunities (b) Build long term relations with parties
 (c) Understand needs of industrial market (d) Master the appropriate technology
 (3) is not the environmental factor affecting business buying decisions.
 (a) Business cycle (b) Global buying opportunities
 (c) Availability of product (d) Business capabilities
 (4) decides the vehicles to convey the message to the target audience.
 (a) Media (b) Message (c) Money (d) Mission

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- (5) Which is not a characteristics of advertising?
(a) Expensive (b) Tool for marketing promotion
(c) Two-way communication (d) Wide applicability
- (6) is not consistent set of advertising objectives.
(a) Reminder objectivies (b) Persuasive objectivies
(c) Informative objectivies (d) Spiritual objectivies
- (7) Promotion related features of rural segment includes
(a) Highly attracted by local promotional efforts. (b) Personal selling is more effective
(c) Attracted by sales promotional tools (d) All of the above
- (8) means a set of controllable variables that a marketer can use to influence rural buyer's response within given marketing environment.
(a) Rural marketing (b) Rural promotion (c) Rural marketing mix (d) Rural advertising.
- (9) is incorrect price related feature of rural segment.
(a) Rural consumers are price sensitive (b) Rural buyer do not prefer credit facility
(c) Rural buyer likes price discount (d) Rural buyer are attracted by installment facility.
- (10) A complete details about the customer is called a
(a) customer survey (b) customer loyalty (c) customer data base (d) customer Interview
- (11) Identify the incorrect statement.
(a) CRM is customer centric concept (b) CRM is outdated concept (c) customers are valuable assets (d) CRM is useful to build relationship with customers.
- (12) CRM is a part of
(a) Public relations (b) Industrial relations (c) Human relations (d) Personal relations.
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