

**BBA Semester-5 Examination****CC 307****Adv. Marketing Management****March-2024****Time : 2-30 Hours]****[Max. Marks : 70**

- 1 ( a ) Explain Inner and Outer care of brand identity with example. 7  
 ( b ) Discuss the various dimensions of brand image. 7

**OR**

- 1 ( a ) Define Brand Architecture. Explain how on organisation structure & names its brands. 7  
 ( b ) Draw and discuss brand identity prism. 7

- 2 ( a ) Discuss the advantages and disadvantages of secondary data. 7  
 ( b ) Explain the various survey methods used in primary data collection. 7

**OR**

- 2 ( a ) Draw and discuss marketing research process. 7  
 ( b ) Write a detailed note on Focus group interview. 7

- 3 ( a ) Discuss data preparation process. 7  
 ( b ) Explain the different non-probability sampling techniques. 7

**OR**

- 3 ( a ) Discuss questionnaire design process. 7  
 ( b ) What is measurement and scale. Discuss primary scales of measurement. 7

- 4 ( a ) Draw and discuss the service Flower. 7  
 ( b ) Explain the characteristics of Service. 7

**OR**

- 4 ( a ) Discuss the Gap Analysis model. 7  
 ( b ) Discuss the reasons for growth of services in India. 7

- 5 MCQ (Any seven) : 14

- ( 1 ) ..... can be thought of as on additional cash How achieved by associating a brand with the underlying product or service.  
 (a) Brand Image (b) Brand portfolio (c) Brand equity (d) Brand position
- ( 2 ) ..... means brand's physical attributes.  
 (a) Brand personality (b) Brand Image (c) Brand Recognition (d) Brand Physique
- ( 3 ) ..... is the unique set of brand associations that represents what the brand stands for and promises to customers.  
 (a) Brand Identity (b) Brand Image (c) Brand Architecture (d) Brand Awareness

**[P.T.O.]**

## 3003E1426-2

- ( 4 ) ..... means all the elements of the population get equal chance of being selected in the sample.  
(a) Probability sampling (b) Non-probability sampling (c) stratified sampling  
(d) Judgemental sampling
- ( 5 ) In terms of selecting a sample, the ..... is defined as the group from which a sample is drawn  
(a) Probability (b) Universe (c) Quota (d) None of the above
- ( 6 ) ..... is a framework or blueprint for conducting the marketing research project  
(a) Research (b) Research report (c) Research design (d) None of the above
- ( 7 ) What type of research is used to test hypothesis about cause and effect issues?  
(a) Descriptive research (b) Causal research (c) Conclusive research (d) Exploratory research
- ( 8 ) ..... is known as a 7-point rating scale with end points associated with bipolar labels that have semantic meaning.  
(a) Ratio scale (b) Likert scale (c) Itemised rating scale (d) Semantic differential scale.
- ( 9 ) A primary scale of measurement that can rank elements but provides no distance origin is known as ..... scale.  
(a) Interval (b) Ordinal (c) Ratio (d) Likert
- ( 10 ) The service marketing triangle consists of Internal, external and ..... marketing.  
(a) Intermediary (b) Interactive (c) Electronic (d) Rural marketing
- ( 11 ) Most of the services can not be stored for future sale or use, and hence they are .....  
(a) Variable (b) Inseparable (c) Intangible (d) Perishable.
- ( 12 ) The Gap between perceived services and expected services is known as .....  
(a) Perceived service quality Gap (b) Management perception Gap (c) Quality specification Gap  
(d) Service delivery Gap
-