



Seat No. : _____

NF-110

November-2025

BS, BBA, Sem.-V

DSC-C-351(2) : Advanced Marketing Management-I

Time : 2:00 Hours]

[Max. Marks : 50

1. (A) Discuss inner core of brand identity. 5
1. (B) Discuss Brand positioning in brief. 5

OR

1. (A) Discuss outer core of brand identity. 5
1. (B) Explain following in brand identity prism - Physique, Relationship and Reflection. 5

2. (A) Differentiate between business and consumer markets. (any 3 points of difference) 5
2. (B) Discuss characteristics of customers in the business market. (any 3) 5

OR

2. (A) Discuss primary objectives of business supplier. (any 3) 5
2. (B) Discuss factors affecting business buying behaviour. (any 3) 5
3. (A) Discuss characteristics of rural market. (any 3) 5
3. (B) Discuss rural product and price mix. 5

OR

3. (A) Discuss importance of rural market boom. (any 3 points) 5
3. (B) Discuss problems and challenges of rural market. (any 3) 5

4. (A) Discuss SEO in brief. 5
4. (B) Discuss reasons for growth of Digital Marketing. (any 3 reasons) 5

OR

4. (A) Discuss significance of social media. (any 3) 5
4. (B) Differentiate between traditional and digital marketing. (any 3 points of difference) 5

5. Choose appropriate option as your answer in following questions : (any 10)

10

- (1) What is social media advertising ?
 - (a) Creating organic content for a brand's profile.
 - (b) Using direct messages to build personal relationships.
 - (c) Promoting content through paid or sponsored posts on social platforms.
 - (d) Analyzing user comments and feedback.
- (2) Which social media platform is often the first choice for B2B companies to connect with professionals ?
 - (a) Instagram
 - (b) TikTok
 - (c) LinkedIn
 - (d) Snapchat
- (3) Which of the following is not a type of digital marketing activity ?
 - (a) e-marketing
 - (b) Print advert
 - (c) Social marketing
 - (d) Internet marketing
- (4) How can a company measure brand awareness ?
 - (a) Through sales volume alone.
 - (b) By asking customers to recall the brand name when a product category is mentioned.
 - (c) By calculating the brand's overall financial worth.
 - (d) By creating a unique logo and slogan.
- (5) Companies use _____ for the equity of a brand name to address segment needs.
 - (a) Brand element
 - (b) Brand bonding
 - (c) Sub-brand
 - (d) None of the above
- (6) _____ is how a brand's target audience sees their own ideal selves and how the brand helps them achieve that ideal identity.
 - (a) physique
 - (b) Relationship
 - (c) Reflections
 - (d) Personality
 - (e) Culture
 - (f) Self-image
- (7) Which of the following is a characteristic of business buyers compared to individual consumers ?
 - (a) They are more likely to accept the stated price without negotiation.
 - (b) They typically purchase in smaller quantities.
 - (c) They often have more bargaining power.
 - (d) Their buying decisions are less formal

- (8) Which of the following is not a factor affecting business buying behaviour ?
- (a) environmental
 - (b) organizational
 - (c) interpersonal
 - (d) individual categories
 - (e) all affect business buying behaviour
 - (f) only (a) and (b)
- (9) Which of the following is not a part of business buying process ?
- (a) Problem Recognition
 - (b) Product Specification
 - (c) Supplier Selection
 - (d) Performance Review
 - (e) all are inherent parts of the process
 - (f) only (a), (b) and (c)
- (10) What is/ are (a) major challenge(s) in rural marketing ?
- (a) Scattered population
 - (b) Low literacy
 - (c) infrastructure
 - (d) All of these
 - (e) only (a) and (b)
- (11) Rural consumers are generally considered to be :
- (a) Brand conscious
 - (b) Price sensitive
 - (c) Quality conscious
 - (d) All of these
 - (e) only (b) and (c)
- (12) What is a crucial factor for overall rural development, which in turn fuels the rural market ?
- (a) Technological developments in agriculture
 - (b) Cultural developments
 - (c) Social developments
 - (d) Structural developments
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