

Seat No. : _____

AF-107

April-2025

B.B.A., Sem.-VI

CC-314(2) : Advanced Marketing Management – II

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Discuss the characteristics of customer in business market. 7
1. (B) Discuss the factors affecting business buying – behaviour. 7

OR

1. (A) Differentiate between Business Market and Consumer Market. 7
1. (B) Explain the primary objectives of Business marketers. 7

2. (A) Explain the impact of Advertising. 7
2. (B) Discuss the various advertising objectives in detail. 7

OR

2. (A) Explain in detail the message decision in context of Advertising. 7
2. (B) Write a detailed note on Media Decisions. 7

3. (A) Define Rural Marketing. Discuss the characteristics of Rural Marketing. 7
3. (B) Explain Rural Marketing Mix with a suitable example. 7

OR

3. (A) Discuss the reasons for rural market boom in India. 7
3. (B) Discuss the problems faced in rural marketing. 7

4. (A) Explain CRM implementation road map. 7
4. (B) Discuss the benefits of CRM in business organisation. 7

OR

4. (A) Explain Customer Relationship Building Process. 7
4. (B) Write a note on building organisational capabilities through internal marketing. 7

5. M.C.Q. : (Any seven)

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- (1) Business buying decisions are typically _____.
 - (a) Based on impulse
 - (b) Highly structured and involve multiple stakeholders.
 - (c) Made by one person
 - (d) Influenced mainly by emotional factors

- (2) Which of the following is true about consumer markets but not business markets ?
 - (a) Demand is derived from the end consumer.
 - (b) Purchases are made for personal consumption.
 - (c) Buying decisions are made by a group of people.
 - (d) Transaction involve contracts.

- (3) The business buying process starts with _____.
 - (a) Placing an order
 - (b) Negotiating contracts
 - (c) Need recognition
 - (d) Evaluating supplier proposals

- (4) Which of the following is not a component of an effective advertising strategy ?
 - (a) Identifying the target audience
 - (b) Setting clear objectives
 - (c) Ignoring consumer preferences
 - (d) Selecting media channels

- (5) The final step in executing an advertisement campaign is _____.
 - (a) Identifying the target audience.
 - (b) Setting the budget
 - (c) Choosing a media platform
 - (d) Evaluating its effectiveness

- (6) What does “advertisement spend” refers to ?
- (a) The amount of money spent on advertising.
 - (b) The number of products sold.
 - (c) The profit made from advertising.
 - (d) The number of employees in a company.
- (7) The rural consumer is generally influenced by _____.
- (a) word of mouth and local influencers.
 - (b) Digital marketing only
 - (c) International trends
 - (d) None of the above
- (8) Which of the following is a key challenge in rural marketing ?
- (a) Over population
 - (b) High literacy rates
 - (c) High brand awareness
 - (d) Poor infrastructure
- (9) Which of the following is not a feature of rural marketing ?
- (a) Seasonal demand
 - (b) Small and scattered markets
 - (c) High brand loyalty
 - (d) Low penetration of digital marketing
- (10) CRM as a strategy focuses on _____.
- (a) short-term sales growth
 - (b) long-term customer engagement
 - (c) reducing customer communication
 - (d) ignoring customer feedback

- (11) What is the primary goal of CRM ?
- (a) Selling products at a lower price
 - (b) Reducing business operations
 - (c) Increasing advertising spend
 - (d) Improving customer relationship
- (12) CRM helps businesses to _____.
- (a) Focus only on new customer
 - (b) Avoid customer data collection
 - (c) Increase operational complexity
 - (d) Improve customer loyalty
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