

## B.B.A. Sem.-5 Examination

CC-307

## Adv. Marketing Management

Time : 2-30 Hours]

November-2025

[Max. Marks : 70

- Q-1 A 1. Discuss Brand Management with its architecting process. 7  
 2. Explain – “Brand Equity”. 7  
 OR  
 B 1. Explain brand identity prism with suitable examples. 7  
 2. Discuss – “Brand Positioning”. 7
- Q-2 A 1. Discuss marketing research process in detail. 7  
 2. What is observation in research? Discuss its methods with suitable examples. 7  
 OR  
 B 1. Explain research design with its classification in detail. 7  
 2. Discuss the difference between qualitative and quantitative research. 7
- Q-3 A 1. Explain various sampling methods with suitable examples in detail. 7  
 2. Discuss – “Data Measurement Scale”. 7  
 OR  
 B 1. Explain report preparation and presentation process in brief. 7  
 2. Define questionnaire with its designing process in brief. 7
- Q-4 A 1. Explain 7Ps of service marketing mix along with any suitable example. 7  
 2. Discuss reasons for the growth of service sector in India. 7  
 OR  
 B 1. Define service flower along with suitable examples. 7  
 2. Explain the various strategies for demand management. 7
- Q-5 MCQs. (Any Seven) 14  
 1. Which of the following are categories of marketing research?  
 (a) pricing research (b) market research (c) sales and distribution research (d) all of the above  
 2. Marketing research’ can be a broader term than ‘market research’, covering research into the whole of the marketing process.  
 (a) True (b) False  
 3. What is secondary data?  
 (a) data that has already been published (b) unreliable data (c) back-up data (d) data contained in appendices  
 4. Which of the following is a qualitative research technique?  
 (a) observation (b) experimentation (c) postal questionnaire (d) focus group  
 5. As part of a university project, Kamil stood outside a cinema and counted the people going in. He recorded men, women and children separately and noted how many were in each group. Which research technique was he using?  
 (a) survey (b) focus group (c) observation (d) experimentation  
 6. Which ONE of these is an example of processed data?  
 (a) Customer comments (b) CCTV recordings of shopper visits (c) Number of visitors to a store (d) Tables from surveys.  
 7. Which ONE is an advantage of secondary data?

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- (a) May be outdated (b) Expensive (c) Already exist (d) May not be accurate.
- 8. Charging customers different prices for essentially the same service is called \_\_\_\_\_.  
(a) Price discrimination (b) Supply and demand (c) Complementary (d) Substitutes.
- 9. Services are characterized by all of the following characteristics except for \_\_\_\_\_.  
(a) Intangibility (b) Homogeneity (c) Perishability (d) Inseparability
- 10. The \_\_\_\_\_ dimension is an assessment of the firm's consistency and dependability in service performance.  
(a) Empathy (b) Responsiveness (c) Assurance (d) Reliability.
- 11. Focusing the firms marketing efforts toward the existing customer base is called \_\_\_\_\_.  
(a) Excellent customer service (b) Conquest retention (c) Customer retention (d) Courteous retention
- 12. The firm uses any existing brand to introduce in market as a new product, the brand is classified as \_\_\_\_\_.  
(a) Brand extension (b) Sub-brand (c) Parent brand (d) Product extension

