



K-3547

Third Year B. B. A. (Sem. VI) Examination
September / October – 2012
Advance Marketing Management

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दृष्टांतवित निशानीयाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B.B.A. (Sem. 6)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Advance Marketing Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="5"/> <input type="text" value="4"/> <input type="text" value="7"/>	<input type="text"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

(2) Figures in right indicate marks of each question.

- 1 Answer the following in short. 14
- (i) What is Telemarketing ?
- (ii) What is Image Differentiation ?
- (iii) Define Sales Potential
- (iv) Give diagrammatic Presentation of Value Delivery Process.
- (v) List down marketing strategies for maturity stage of PLC.
- (vi) Define Service
- (vii) Mention four difficulties in Rural Marketing
- 2 (a) What is MKIS ? Discuss Marketing Research system of MKIS component in detail. 7
- (b) Explain Importance of MKIS. 7

OR

- 2 Explain New Product Development Process in detail. 14

- 3 (a) What is segmentation ? As a marketing student do you feel that segmentation is necessary ? Justify your answer. 7
- (b) Discuss Psychological and Geographical variables as a base for segmenting consumer market. 7

OR

- 3 (a) Explain Targeting in detail with the help of example. 7
- (b) Explain various marketing strategies for service firm. 7
- 4 (a) Discuss various features of Rural Marketing. 7
- (b) Explain Sales Professionalism in detail. 7

OR

- 4 (a) Explain various orientation towards International Market. 7
- (b) What is Direct marketing ? Explain its advantages and disadvantages. 7
- 5 Write short notes : (any **three**)
- (i) Maxi marketing
- (ii) Characteristics of Service
- (iii) Effect of Environment on Marketing
- (iv) Reengineering.
