



UA-3547
Third Year B. B. A. (Sem. VI) Examination
March/April – 2012
Advance Marketing Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दृष्टांतियेव निशानीयाणी विगतो उन्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination :</p> <p>☛ T. Y. B.B.A. (Sem. 6)</p> <p>Name of the Subject :</p> <p>☛ Advance Marketing Management</p> <p>☛ Subject Code No. : 3 5 4 7 ☛ Section No. (1, 2,.....): Nil</p>	<p>Seat No. :</p> <table border="1" style="width: 100%; height: 20px;"><tr><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td><td style="width: 15%;"></td></tr></table> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; margin-top: 10px;">Student's Signature</div>						

(2) Figures in the right indicate marks allotted to each question.

- 1 Answer the following in short : 14
- (i) What is perishability with respect to service ?
 - (ii) Define reengineering.
 - (iii) Define Niche Marketing.
 - (iv) What is database ?
 - (v) What is concept of PLC ?
 - (vi) Define customer share.
 - (vii) What type of records should be scanned for internal record system ?

2 Explain various components for MIS in detail. 14

OR

- 2 (a) Explain personal selling process in detail. 7
- (b) Explain marketing strategies of product in introduction and growth stage with the help of example. 7

3 (a) Explain basis for segmentation for industrial market. 7

(b) Explain segment by segment invasion plan in detail. 7

OR

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[Contd...

- 3 (a) Explain segmentation process in detail. 7
(b) Explain difference between domestic and international marketing. 6
- 4 (a) You are the marketing manager of FMCG company. Your company has shifted focus from urban area to rural area. What type of strategy you adopt as a marketing manager ? Explain in detail. 7
(b) Mention the process of New product development and explain any two steps in detail. 7
- OR**
- 4 (a) What is relationship marketing ? Why it is important in marketing ? 7
(b) How services are different from product ? Explain people, process and physical evidence related to services. 7
- 5 Write short notes : (any three) 15
(i) Database marketing
(ii) Outsourcing
(iii) Marketing management process
(iv) Types of salesman.
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