



K-3547

Third Year B. B. A. (Sem. VI) Examination

September / October - 2012

Advance Marketing Management

Time : Hours]

[Total Marks :

Instructions :

(1)

<p>नीचे दशांशों में निम्नलिखित विवरणों का उत्तरपत्र पर अवश्य लिखें। Fillup strictly the details of signs on your answer book. Name of the Examination : T. Y. B.B.A. (Sem. 6) Name of the Subject : Advance Marketing Management Subject Code No. : 3 5 4 7 Section No. (1, 2,.....) : Nil</p>	<p>Seat No. : <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Student's Signature</p>
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(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

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[Contd...

- 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.