

NJ-102

November -2018

B.B.A., Sem.-V

CC-307 : Advanced Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) Evaluate the concept of brand extension. 7
 (ii) Explain inner and outer core of brand identity. 7
- OR**
- (i) Define Brand Image. Discuss the various dimensions of brand image. 7
 (ii) Define Brand Architecture. Discuss how an organization structures and names the brand within its portfolio. 7
- (B) Choose the correct option : (Any four) 4
- (1) _____ can be thought of as an additional cash flow achieved by associating a brand with the underlying product or service.
 (a) Brand portfolio (b) Brand Equity
- (2) Brand _____ refers to using the same brand name for the modified or new products introduced later on.
 (a) Identity (b) Extension
- (3) Brand _____ is what the marketing person wants the buyer to perceive about the product.
 (a) Identity (b) Asset
- (4) _____ needs a stronger hint to the customer for generating awareness.
 (a) Brand Recognition (b) Brand Recall
- (5) _____ means brand's physical attributes.
 (a) Brand Personality (b) Brand Physique
- (6) In _____ strategy, two or more well-known existing brands are combined into a joint product and/or marketed together in some fashion.
 (a) Co-branding (b) Blanket branding
2. (A) (i) Briefly describe the various observation methods of collecting primary data. 7
 (ii) Discuss the advantages and dis-advantages of secondary data. 7
- OR**
- (i) Discuss the Focus Group Interview method of collecting primary data in detail. 7
 (ii) Write a note on Exploratory Research Design. 7
- (B) Choose the correct option : (Any four) 4
- (1) It is also important to avoid asking embarrassing and _____ questions.
 (a) Personnel (b) Personal
- (2) _____ means all the elements of the population do not get equal chance of being selected in the sample.
 (a) Probability sampling (b) Non-Probability sampling

- (3) Dividing population into subpopulations (strata) and using simple random on each strata is called _____ sampling.
 (a) Stratified (b) Judgemental
- (4) _____ sampling is especially useful when you are trying to reach population that are inaccessible or hard to find.
 (a) Quota sampling (b) Snowball sampling
- (5) The contact method that minimizes interviewer bias is
 (a) Mail (b) Telephone
- (6) If the study is repeated over an extended period, then the study is called as _____.
 (a) Longitudinal study (b) Cross sectional study

3. (A) (i) Discuss the various primary scales of measurement. 7
 (ii) Discuss the non-probability sampling techniques. 7

OR

- (i) Explain the various steps of Questionnaire design process. 7
 (ii) Prepare the format of the Research Report. 7

- (B) Choose the correct option : (Any three) 3

- (1) Which type of sampling uses whoever seems to be available?
 (a) Quota sampling (b) Convenience sampling
- (2) In terms of selecting a sample, the _____ is defined as the group from which a sample is drawn.
 (a) probability (b) universe
- (3) What does quantitative research measures?
 (a) Feelings and opinions (b) Numbers and figures
- (4) Internal records are an important source of information. Which of the following are not deemed as internal records?
 (a) Competitor information (b) Customer service records
- (5) What type of research is used to test hypotheses about cause and effect issues?
 (a) Descriptive research (b) Causal research

4. (A) (i) Define services and explain the characteristics of services. 7
 (ii) Explain the service flower with examples. 7

OR

- (i) Explain the determinants of service quality. 7
 (ii) Discuss the various strategies for shifting demand to match service capacity. 7

- (B) Choose the correct option : (Any three) 3

- (1) Services or products that customers buy immediately after noticing are classified as _____.
 (a) convenience products and services
 (b) shopping goods or services
- (2) _____ is the difference between customer expectations and perceptions.
 (a) Customer Gap (b) Service Gap
- (3) Which of the following is not an element of physical evidence?
 (a) employee dress (b) employee training
- (4) _____ involves consistency of performance and dependability.
 (a) Reliability (b) Responsiveness
- (5) Services cannot be readily displayed or communicated because of _____.
 (a) Intangibility (b) Perishability