NP-102

November-2017

B.BA., Sem.-V

CC-307 : Advanced Marketing Management

Time : 3 Hours]   **[Max. Marks : 70**

1. (A) What is Brand identity ? Explain the inner and outer core of brand identity with a suitable example.   7

OR

Define Brand Positioning. Explain Brand Positioning with an Illustration.

   (B) Brand Awareness and Brand Image form the core elements of Brand Equity." Justify.   7

OR

Define Brand. Explain the concept of Brand Architecture with various roles.

2. (A) Define Marketing Research. Discuss the various steps in Marketing Research Process.   7

OR

Explain the various survey methods used in primary data collection.

   (B) Describe observation as a technique of primary data collection in Marketing Research.   7

OR

What is secondary data ? Discuss the advantages and disadvantages and sources of secondary data with reference to Marketing Research.

3. (A) What is a questionnaire ? Explain the questionnaire design process.   7

OR

Explain the different non-probability sampling techniques.

   (B) Describe marketing research report preparation and presentation process in brief.   7

OR

Explain the itemized rating scales used in research.

4. (A) Define services. Explain the concept of service flower with a suitable example. 7

OR

Explain the gap model of service quality with an illustration.

(B) 'The service sector has grown tremendously in the recent past.' Comment. 7

OR

Discuss the different strategies for demand management in services.

5. Answer the following : 14

(1) Name the three additional Ps in services marketing as compared to marketing of goods.

(2) Name the four primary scales of measurement used in marketing research.

(3) Name the three basic marketing research designs.

(4) Name any four elements of the brand identity prism.