

Seat No. : 788

AL-107

April-2022

B.B.A., Sem.-VI,

CC-314 : Advance Marketing Management – 2

Time : 2 Hours]

[Max. Marks : 50

- Instructions :** (1) All questions in Section – I carry equal marks.
(2) Attempt any two questions in Section – I.
(3) Question 5 in Section II is *Compulsory*.

SECTION – I

1. (A) Discuss any 5 primary objectives of business supplier. 10
(B) Differentiate between business market and consumer market. 10
2. (A) Discuss different Message decisions. 10
(B) How should advertising objectives be set ? 10
3. (A) Discuss any 5 characteristics of Rural Marketing. 10
(B) Discuss Rural Marketing mix. 10
4. (A) Discuss any 5 benefits of CRM. 10
(B) Write a note on relationship building process. 10

SECTION - II

5. Answer any 10 MCQs. 10
1. _____ distribution system can be used to penetrate the rural market.
(a) Satellite (b) Selective
(c) Exclusive (d) Intensive
2. For Rural marketing _____ pricing is more suitable.
(a) penetration (b) skimming
(c) going rated (d) none of these
3. _____ level, decisions are made with long-term objectives.
(a) Strategic (b) Tactical
(c) Operational (d) Performance
4. _____ cost is involved in holding goods in a warehouse.
(a) Inventory (b) Transportation
(c) Facility (d) Processing
5. _____ transportation is best suited for time-sensitive and emergency shipments.
(a) Air (b) Truck
(c) Pipeline (d) Water

6. _____ is any paid form of non-personal presentation of services/products by an identified sponsor.
- (a) Advertising (b) Marketing
(c) Promotions (d) Publicity
7. _____ are the wordsmiths who do the wording of an advertisement.
- (a) Copy-writers (b) Accounts Executive
(c) Copy-chief (d) Creative Director
8. Expand DAGMAR
- (a) Defining Advertising Goals for Measured Advertising Results
(b) Developing Advertising Goals for Measuring Advertising Results
(c) Defining Agency Goals for Measured Advertising Results
(d) Defining Advertising Goals for Marketing & Advertising Results
9. Who among the following is responsible to keep updates with media trends, obtain media costs, discover market trends and understand the motivations of consumers ?
- (a) Media Planner (b) Client Service Executive
(c) Media Buyer (d) Advertising Agency
10. Which of the following is defined as an ability to track and respond to clients in an individualized manner ?
- (a) Personalization (b) Automation
(c) Inbound Management (d) Outbound Management
11. Which of the below is an example of Direct Mail ?
- (a) Personal Selling (b) Advertising
(c) Public Relations (d) Direct Marketing
12. A person or company that yields a revenue more than incurred costs of selling and serving is called _____
- (a) superior value (b) dissatisfaction
(c) satisfied customers (d) profitable customers
13. What factors should be considered while setting the advertising budget ?
- (a) Competition (b) Market situation
(c) Sales decay rate (d) All of the above
14. Rural Marketing involves _____.
- (a) both producing and selling products in rural areas
(b) producing in rural areas and selling in any area
(c) producing in urban areas and selling in rural areas
(d) at least one of producing or selling in rural area
15. Rural Marketing is not required because _____.
- (a) rural people do not understand marketing
(b) its not practical from the cost point of view
(c) it is sheer wastage of time
(d) All are wrong