

**61176**

Seat No. \_\_\_\_\_

**Third Year B. B. A. Examination**

March/April – 2003

**Advanced Marketing Management**

Time : **3** Hours]

[Total Marks : **70**

- Instructions :** (1) **All** questions are **compulsory**.  
(2) **All** questions carry **equal** marks.

- 1** (a) Define Branding and explain its functions. **7**  
(b) Explain the concepts of product line and product mix. **7**

**OR**

- 1** (a) Discuss the various strategies for market nichers. **7**  
(b) Define product and give the product classification. **7**
- 2** (a) Describe the scope and limitations of marketing research. **7**  
(b) Define Questionnaire. What are the various steps in preparation of questionnaire. **7**

**OR**

- 2** (a) Explain the various contact methods for Data Collection. **7**  
(b) Describe the factors affecting the choice of an appropriate technique of data analysis. **7**
- 3** (a) How would you recruit and select the sales force personnel ? **7**  
(b) Define physical distribution. Explain the major distribution functions. **7**

**OR**

- 3** (a) Discuss the various principles of personal selling. **7**  
(b) Describe how management would motivate and evaluate channel members. **7**
- 4** (a) Give the meaning of advertising and discuss its objectives. **7**  
(b) Discuss the various methods and various factors affecting advertising budget. **7**

**OR**

- 4** (a) Explain the merits and demerits of advertising as an element of 'Promotion Mix'. **7**  
(b) Describe the various media decisions in advertising. **7**
- 5** Write short notes on any **two** of the following : **14**  
(a) Different P's of service marketing.  
(b) Classification of services  
(c) Difference between product marketing and service marketing.  
(d) TQM (Total Quality Management) with reference to service marketing.