

B.B.A. Semester - 5 (CBCS) Examination**Oct/Nov. - 2018****MARKETING GROUP: ADVANCE MARKETING (ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q-1 Explain various data collection methods. (14)

OR

Explain various methods of sampling.

Q-2 Write a note on various advertising media. (14)

OR

Q-2 Explain various methods for setting advertising budget.

Q-3 Discuss the key decision area of international marketing. (14)

OR

Q-3 Discuss the problems of international marketing.

Q-4 Explain the merits & demerits of international marketing. (14)

OR

Q-4 Explain the merits & demerits of C.R.M.

Q-5 Explain the merits & limitations of case study method. (14)

OR

Q-5 Read the case carefully & give answers of the following questions.

Deshmukh Datta, 60, a successful marketing manager in Jayhind Food Ltd., located in Ahmadabad GIDC Area, ignored recommendations of Mr. Ramesh, a young and dynamic research officer to change features and qualities of products. Mr. Deshmukh denied his recommendations stating that it was meaningless to change when company was leading in the market & sales was increasing. Company had as strong position in market. Current performance was quite satisfactory. He stated that without internal need of organization and external pressure of the present market, to make any change in products was foolish act. Mr. Ramesh argued that he recommended on the basis of the market trend measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautionary measures. Mr Deshmukh was not ready to disturb marketing activities without any current needs. Mr. Ramesh disappointed. He worried for the future challenges, but was helpless to protect the interest of his company.

After six months, dealers started placing less number of orders of less quantity than previous. When asked, they stated that customers were demanding different features. More substitutes of varied features and superior qualities were available. They were not interest in the existing products. Mr. Deshmukh Datta highly shocked to know it. The company was losing customers. Now, it was too late to meet customers' expectations.

Questions :

- 1) How would you evaluate the decision of marketing manager not to change product quality and features?
- 2) What made Mr. Deshmukh to continue products without any change?
- 3) Why was Mr. Ramesh insisting to modify existing products?
- 4) Now, what is the way out to retain sales?