

**B.B.A. Semester - 5 (CBCS) Examination****March/April– 2019****MARKETING GROUP: ADVANCE MARKETING(ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Q.1 What is questionnaire? Discuss different types of questions with suitable examples.  
**OR** (14)

Write a descriptive note on data collection methods.

Q.2 Define term 'advertising media.' Explain different types of advertising media.  
**OR** (14)

**Discuss:**

- a. Social issues in advertising (in brief)
- b. Factors affecting advertising budget.

Q.3 'International marketing is not as easy as domestic marketing.' Discuss the statement in relation to practical difficulties in international marketing.  
**OR** (14)

Explain key decisions in international marketing.

Q.4 Explain briefly:  
a. Cyber (or online) marketing process  
b. Green marketing efforts  
**OR** (14)

Write notes on:

- a. Importance of customer relationship management.
- b. Common drawbacks of CRM programme

Q.5 What do you mean by case studies? Explain role of case studies in management education and training programmes.  
**OR** (14)

Read the given case carefully and answers the questions in your own words.

Gaurishankar Joshi, a young MBA joined Best Care Pharma Pvt. Company, situated at Ankleshwar as an assistant sales and advertising manager. His family background was quite different. He had been grown in a joint family consisting of 20 members. His Grandfather and uncle were popular Kathakar (Spiritual Speaker) in India and abroad. His father was trustee in famous Shiva Temple in the City. His family culture was highly religiously dominated. Truth, honesty, Justice, fairness, care for others, and such other virtues (moral values) were forcefully imported in every member of his family. He was the first to take management education in the family. He made up his mind to settle in private field to show his caliber.

Since last two years, he has changed at least five companies due to more or less malpractices indulged by companies. He could not find any company running as per social/business ethics and spiritual norms. Spiritual values and family norms disqualified him to work in the companies.

During orientation for one month, he was exposed to quality and contents of products including tablets, injections, and syrups mostly used by the podiatrists (child specialists) for treatment of patients under the age of 12 years. He studied advertising message, contents printed on the package and label, sales promotion techniques

offered to doctors and stockists and training contents to medical representatives. He was shocked to know the following realities:

1. Proportion of various components in each of the products was severely different that stated in actual description on the package.
2. Medical representatives were trained to exaggerate the facts. Most of the claims regarding the effect of products were fully correct.
3. Doctors were offered a lot of incentives to use and/or prescribe maximum quantity of products.
4. Advertising appeal was seriously misleading and exaggerating.

Mr. Gaurishankar found his values and family norms strongly clashing with marketing practices. He had worse experience than previous jobs. He was under the pressure of two forces, on is, his spiritual values and family norms, and the second is, job requirements. He didn't like to turn back to his family occupation, and he couldn't settle anywhere due to unjust job requirements. He was under extreme tension. Immediately after training, he went on medical leave for one week to decide whether to join the job.

**Questions for Discussion (All question carries equal marks)**

1. Comment on Mr. Gaurishankar's family background.
2. Would you appreciate his decision to prefer quite different occupation? Why?
3. What is your advice to Mr. Gaurishankar? Should he resume the Job?
4. How would you perceive overall marketing environment. Is it possible to observe social norms in real practice? Why?

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