

B.B.A. Semester - 5 (CBCS) Examination**Oct/Nov.– 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 Define Marketing information system & Discuss components of M.I.S. (4+10)

OR

Explain various methods of Data collection. (14)

Q.2 Explain term 'ADVERTISING' & discuss the characteristics & its objectives. (4+5+5)

OR

Write notes on: (7+7)

(a) Print media

(b) Audio-visual media

Q.3 Explain characteristics & Importance of International marketing. (7+7)

OR

Discuss the problems of international marketing. (14)

Q.4 What is green marketing? & Discuss its importance. (4+10)

OR

Write notes on:

(a) Online Marketing.

(b) Customer relationship management. (7+7)

Q.5 Explain merits & limitations of Case study method. (14)

OR

Read the given case carefully and Give answers of the following.

Mr.prabhakar, the GM of Beauty care Ltd., a domestic company, situated in indore(MP), held an urgent meeting of all sales area officers of the state to discuss the proposed strategy for newly developed hair oil product. Since last five year, company had the strategy to sell the products via dealers. In the meeting, the GM asked the officers whether to go for dealership or salesmanship. The officers expressed their views one by one:

Mr.Shayamlal, The most experienced sales officer said , “ sir, company must go for dealership and should concentrate on quality and production”

Mr. Malik, A junior young sales officer said, “Salesmanship is the most effective option to promote the product & accelerate the sales. Door –to-door selling by lady salesmen is an effective option.”

Mr. Deepak, the recently appointed sales officer said with confidence, “sir, First we must prepare a powerful team of salesmen to promote the product aggressively. Once the product becomes familiar and is accepted by the market, we should go for dealership. I strongly believe that a dealer can sell, but can’t promote the product.”

Miss Malini, The only lady sales officer in the company, expressed her views, “Sir, I believe that retailers in different cities and towns can do a better job. They have live contacts with customers and can easily promote the products by convincing the regular customer to try the product. It is better to prepare the retailers than salesmen. This is cheaper and a perfect way.”

- (1) What do you think about the current strategy of the company to sell new product via dealership?
- (2) How would you evaluate the GM’s approach to discuss the issue with sales officer?
- (3) Whose suggestion(s) the GM should follow why?
- (4) Would you suggest any other strategy for the distribution of newly developed hair oil?
