

647510**BBA5Mg0E507A**

Seat No : _____

B.B.A. Semester - 5 (CBCS) Examination**December -2020 (NEW COURSE)****Marketing Group - Advanced Marketing Management (Elective)****Time: 1:30 Hours****Marks: 42****Instructions:**

1. Figures to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
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- Que.1 What is research report? Describe qualities of a good research report. (14)
- Que.2 Explain different methods for setting advertising budget. Enumerate down (14)
major factors affecting advertising budget.
- Que.3 Write a detailed note on international marketing environment (14)
- Que.4 Define term 'green marketing'. Describe green marketing efforts (14)
- Que.5 What do you meant by term 'case studies'? Describe importance of the case (14)
studies method in management education and training programmes.
