

B.B.A. Semester - 5 (CBCS) Examination**December - 2020 (Old Course)****MARKETING GROUP: ADVANCE MARKETING(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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- Q.1 What is sampling? Explain different types of sampling. (14)
- Q.2 What do you mean by Advertisement? What are the different types of media for advertisement? (14)
- Q.3 Define the term “International Marketing”. Also discuss the importance of international marketing in detail. (14)
- Q.4 Explain the efforts done by the corporate houses to promote Green Marketing. (14)
- Q.5 Define the term ‘Case Study’. Also discuss its role and guidelines in detail. (14)
