

B.B.A. Semester - 5 (CBCS) Examination**Oct/Nov - 2023 (NEW COURSE)****Marketing Group - Advanced Marketing Management(Elective)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

- Que-1 Discuss types of probabilistic and non-probabilistic sampling procedures. (14)
OR
- Que-1 Write Notes:
A. Data collection methods
B. Research report format.
- Que-2 Explain positive and negative outcomes of advertising. (14)
OR
- Que-2 Explain:
A. Types of advertising media (in brief).
B. Factors affecting advertising budget decisions.
- Que-3 What do you mean by PULL and PUSH forces in international marketing? Discuss major variables of international marketing environment. (14)
OR
- Que-3 Briefly discuss:
A. Major international marketing decisions.
B. Practical difficulties in international marketing operations.
- Que-4 Define term 'green marketing'. Describe green marketing efforts. (14)
OR
- Que-4 Explain Terms:
A. Direct marketing
B. Online marketing
C. Customer relationship management
D. Electronics CRM (e-CRM)
- Que-5 Explain: (14)
A. Practical case study guidelines for the students.
B. Role of the case study method.

OR

- Que-5 Read the following case carefully and answers the questions, given at the end of the case description, in your own words:

Title of the Case: Advertising Department v/s Advertising Agency

The top-level management of Excel Auto Private Limited, a medium scale unit, manufacturing and marketing auto parts for two wheelers, established in 1985 in Mumbai (East), is thinking to widen its domestic customer base. At present, the company sells its products in three states of country – Maharashtra, Gujarat, and Madhya Pradesh. The company advertises its products in local and regional newspapers and relevant journals. Mr. Manek Chaudhari, the most senior regional marketing manager for Maharashtra State manages all advertising-related matters, along with his routine selling and distribution activities in the State. There is no separate advertising department. The company has enough excess capacity to increase production if there is market. The company management calls a meeting of the top officials from respective states to discuss on the company's market expansion plan. In the meeting, held on 23rd January, 2022, all official stressed on increasing advertising efforts and expenditure. The meeting ended without any conclusion and the officials decided to meet after a month with some practical inputs.

The next meeting, under the chairmanship of Mr. R. K. Ramdoot, the MD, was held as per schedule. There was a heated discussion particularly on the issue: 'Whether to manage separate advertising department or to opt for advertising agency'. The dialogues of the officials present in the meeting are stated below:

Mr. R. K. Ramdoot initiated discussion and said, "It is certain that we must expand our market share. We must penetrate our products in other states. I agree to intensify advertising efforts, but the question is how to do it."

Mr. Manek Chaudhari replied, "Sir, it is simple, we must increase advertising budget and increase our advertising efforts. I can do it without any problem."

Mr. Kapil Tyagi, a young sales manager from Gujarat, objected. He argued, "It is not so simple. Advertising is not as easy as it was. Our advertising efforts are lacking a systematic planning. We must have well-considered and systematic plan for national level advertising in leading advertising media. What is more important is that we must have a well-equipped advertising department, or we must go for advertising agency, to effectively manage the advertising-related issues and activities. Unquestionably, in contemporary marketing situations, the advertising job requires a professional touch, unfortunately, but we are lacking it."

Ms. Richa Saxena, the only lady sales manager from Madhya Pradesh, supported Mr. Tyagi's proposal and complemented, "Sirs, Mr. Tyagi is right. We are spending money but we are not gaining enough. Today's advertising tasks needs the different approach and activities. We must professionalize our advertising efforts or take help of professionally sound advertising agencies. With the same budget, an advertising agency can serve better."

Mr. Manek Chaudhari, reacting positively, said, "It's okay. I don't have any objection if the company management sets-up separate advertising department or opt for an ad agency. However, to my view, advertising agencies can offer better services at affordable rates."

Mr. R. K. Ramdoot smiled and stated: "The problem is solved. We must go for advertising agency to intensify our promotional and selling efforts. I assign the task to Mr. Kapil Tyagi to choose the right agency."

All cheered at Mr. R. K. Ramdoot's decision. Mr. Ramdoot expressed vote of thanks. The meeting ended with smile of every body's face.

Exercise:

1. "Today's advertising task is more challengeable." Discuss the statement on the basis of the case.
2. Why is ad agency more advisable than advertising department?
3. What types of functions does advertising agency perform for the client firm?
4. Do you think that intensifying advertising efforts alone can contribute to expand company's market? Which are other aspects that company must concentrate to expand its market successfully?
