

B.B.A. Semester - 5 (CBCS) Examination**Oct/Nov. - 2023(Old Course)****MARKETING GROUP: ADVANCE MARKETING (ELECTIVE)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

Que.1 Explain various data collection methods. (14)

OR

Que.1 Define marketing information system & discuss its importance.

Que.2 Write a note on various advertising media. (14)

OR

Que.2 What is ad agency? Describe its function and benefits.

Que.3 Define international marketing & explain its characteristics. (14)

OR

Que.3 Discuss special difficulties (problems) related with international marketing practices.

Que.4 Write notes on. (14)

1. Customer relationship marketing
2. Online marketing

OR

Que.4 What is green marketing? What efforts are to be undertaken to actualise the green marketing?

Que.5 Define 'case study' & explain its significance. (14)

OR

Que.5 Read the following case and answer the questions given below.

⇒ Deshmukh datta, 60, a successful marketing in jayhind food ltd. located in Ahmedabad GIDC area, ignored recommendations of Mr. Ramesh, a young and dynamic research officer to change feature and qualities of products. Mr. Deshmukh denied his recommendations stating that it was meaningless to change when company was leading in the market and sales volume was increasing. Company had a strong position in market. Current performance was quite satisfactory. He stated that without internal need of organization and external pressure of the present market. To make any change in products was foolish act. Mr. Ramesh argued that he recommended on the basis of the market trend measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautionary measures. Mr. Deshmukh was not ready to disturb marketing activities without any current needs. Mr. Ramesh disappointed. He worried for the future challenges, but was helpless to protect the interest of his company.

⇒ After six months, dealers started placing less number of orders of less quantity than previous. When asked, they stated that customers were demanding different features. More substitutes of varied features and superior qualities were available. They were not interested in the existing products. Mr. Deshmukh Datta highly shocked to know it. the company was losing customers. Now, it was too late to meet customers expectations.

Questions:

1. How would evaluate the decision of marketing manager not to change product quality and features?
2. What made Mr. Deshmukh to continue products without any change?
3. Why was Mr. Ramesh insisting to modify existing products?
4. Now, what is the way out to retain sales?
5. Do you think that a firm should always implement recommendation of market marketing survey fully? Why?
