

B.B.A. Semester - 5 (CBCS) Examination**Oct/Nov - 2025 (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.

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- Que.1 Discuss types of sampling procedures. (14)
OR
- Que.1 What is questionnaire? Discuss types of questions with example.
- Que.2 What is advertising budget? Explain different methods for setting advertising budget. (14)
OR
- Que.2 Describe Positive and negative outcomes of advertising.
- Que.3 Explain major decisions of international marketing. (14)
OR
- Que.3 Describe major challenges for international marketing.
- Que.4 Discuss benefits and limitations of online marketing. (14)
OR
- Que.4 Explain:
(i) Green Marketing (iii) Direct Marketing
(ii) Customer Relationship Management (iv) Online Marketing
- Que.5 (A) Discuss role of case study in management education and training. (07)
(B) Explain case study guideline for the students. (07)
OR
- Que.5 Read the following case carefully and answers the questions in your own words. (14)

Need for Market Survey

Deshmukh Datta, 60, a successful marketing manager in Jayhind Food Ltd., located in Ahmedabad GIDC Area, who has been with the company since inception stage. Before six months, a company has introduced a new product with brand name "Tasty and Healthy." Due to rich nutritional value, taste, and reasonable price, compared to similar products of nationals and multinationals, the product was gaining rapid acceptance from the all over the nation.

The product passed one year successfully. Deshmukh Dutta ignored recommendations of Hariharan, a young and dynamic research officer, to change features and qualities of products. Deshmukh Datta denied his recommendations stating that it was meaningless to change when company was leading in the market and sales volume was increasing. The company had a strong position in market. Current performance was quite satisfactory. He stated that without internal need of organisation and external pressure of the present market, to make any change in product was foolish act. Hariharan argued that he recommended the changes on the basis of the market trend; he measured in the last month by the market survey of 200 customers and 25 dealers. The proposed changes were required as precautions. But, Deshmuk Datta was

not ready to disturb marketing activities without any current needs. He straightway rejected Hariharan's proposal regarding changes in the product. Hariharan disappointed. He worried for the future challenges, but was helpless to protect the interest of his company. Finally, Hariharan found no option and agreed with marketing manager. He dropped his idea without further attempts.

After six months, dealers started placing less number of orders of less quantity than the 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. Deshmukh Datta highly shocked to know it. The company was losing customers. Now, it was too late to meet customers' expectations.

Questions:

- (1) What made Deshmukh to continue products without any change?
- (2) Why was Hariharan insisting to modify existing products?
- (3) Do you think that the company should accept Hariharan's recommendations? Why?
- (4) Now, what is the way out to retain sales? Suggest possible actions that company must undertake to restore and/or increase sales of the product.
