

B.B.A. Semester - 5 (Remedial) (NEP-2020) Examination**March/April-2026****Marketing Group-2: Advanced Marketing Management (Major-12)****Time: 2:00 Hours****Marks:50****Instructions:**

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

Que.1	Explain Marketing Research Process.	(10)
	OR	
Que.1	Write note on Limitations of Marketing Research	
Que.2	Write a note on the data collection methods (Any three)	(10)
	OR	
Que.2	Define 'Sampling' & Explain the non- probabilistic Sampling methods.	
Que.3	Write note on the key decisions of International Marketing.	(10)
	OR	
Que.3	Write note on the Importance of International Marketing.	
Que.4	Explain the different Methods to determine sales force size.	(10)
	OR	
Que.4	Write a note on the different Methods of salesforce training.	
Que.5	Explain the meaning of CASE STUDY & its Importance.	(10)
	OR	

Que.5 Please read the case carefully and answer the following questions

Mr. Prabhakar, the GM of Beauty Care Ltd., a cosmetic company, situated in Indore (MP), held an urgent meeting of all the sales area officers of the state to discuss the proposed strategy for newly developed hair oil product. Since last five year, company had the strategy to sell the products via dealers. In the meeting, the GM asked the officers whether to go for dealership or salesmanship. The officers expressed their views one by one :

Mr. Shyamlal, the most experienced sales officer said, "Sir, company must go for dealership and should concentrate on quality and production."

Mr. Malik, a junior young sales officer sated, "Salesmanship is the most effective option to promote the product and accelerate sales. Door-to-door selling by lady salesmen is an effective option."

Mr. Deepak, the recently appointed sales officer said with confident, "Sir, first we must prepare a powerful team of salesmen to promote the product aggressively. Once the product become familiar and is accepted by the market, we should go for dealership. I strongly believe that dealer can sell, but can't promote the product."

Miss Malini, the only lady sales officer in the company, expressed her views, "Sir, I believe that retailers in different cities and towns can do a better job. They have live contacts with customers and can easily promote the products by convincing the regular customers to try the product. It is better to prepare retailers than salesmen. This is cheaper and the perfect way."

Exercise

1. What do you think about the current strategy of the company to sell new product via dealership?
2. How would you evaluate the GM's approach to discuss the issue with sales officer?
3. Of whose suggestion (s) the GM should follow? Why?
4. Would you suggest any other strategy for the distribution of newly development hair oil?
