



SB-1391

Third Year B. B. A. (Sem. VI) Examination

March / April - 2011

Advance Marketing Management

Time : 3 Hours]

[Total Marks : 70

Instruction :

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="T. Y. B. B. A. (SEM. 6)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="ADVANCE MARKETING MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="9"/> <input type="text" value="1"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	

1 Answer following questions in brief : (any seven) 14

- (i) What is market research ?
- (ii) What is Market Potential ?
- (iii) List down behaviour based parameters of segmenting consumer markets.
- (iv) What is Niche Marketing ?
- (v) Explain implication of any one characteristic of service on marketing.
- (vi) Explain customer share.
- (vii) What are different types of 'New Products'?
- (viii) Explain Market space.

2 (a) What is MIS ? Discuss Need and Importance of MIS. 8

(b) Discus Negotiation in detail. 8

OR

2 (a) Discuss briefly Marketing Research Process. 8

(b) Explain Relationship marketing in detail. 8

- 3 (a) Explain Process of Market Segmentation. 7
(b) List down stages of new product development and explain business analysis and commercialization stages in detail. 7

OR

- 3 (a) Explain Positioning in detail. 7
(b) Explain concept of Product Life Cycle. 7
- 4 (a) Evolve detailed Marketing strategy for upcoming dance academy in name of a popular bollywood choreographer. 7
(b) Give detailed account of Rural markets in India. 7

OR

- 4 (a) Discuss broad marketing strategies for rural markets. 7
(b) Explain different orientations towards international markets. 7
- 5 Write short notes on any two : 12
(i) Direct Marketing
(ii) Outsourcing
(iii) Benchmarking
(iv) Characteristics of services.
