

Seat No. : \_\_\_\_\_

**SM-104**

September-2020

B.B.A., Sem.-VI

**CC-314 : Advanced Marketing Management-II**

**Time : 2 Hours]**

**[Max. Marks : 50**

- Instructions :**
- (1) All Questions in Section – I carry equal marks.
  - (2) Attempt any TWO questions in Section – I.
  - (3) Question 5 in Section – II is Compulsory.

**Section – I**

Attempt any two out of four questions :

1. (A) Define business buying. Explain factors affecting business buying behaviour. 10  
(B) Discuss the business buying process with a suitable example. 10
2. (A) Explain in brief: 'Setting Advertising Objectives'. 10  
(B) Write a note on 'Message Decisions in Advertising'. 10
3. (A) Explain the reasons for growth of rural marketing in the Indian context. 10  
(B) Discuss the rural marketing mix with a suitable example. 10
4. (A) Define Customer Relationship Management (CRM). Discuss its benefits. 10  
(B) Discuss the road map for Customer Relationship Management Implementation. 10

## Section – II

5. Attempt any ten multiple choice questions in Section – II. This section carries 10 marks.

10

- (1) The primary objective of a business supplier is to align his goals with the goals of business buyer. (True, False)
- (2) AIDA in advertising means \_\_\_\_\_, (Interest, Desire, Action).
- (3) Rural marketing increases the burden on urban population. (True, False)
- (4) Organisational Capabilities under CRM should be built through \_\_\_\_\_ marketing. (internal, external)
- (5) The significant factors affecting business buying behaviour include buy class, \_\_\_\_\_ and importance of purchase. (advertising type, product type)
- (6) Identifying and understanding target audience is the basis of ideal advertising management. (True, False)
- (7) Rural marketing in India has helped in the development of agro-based industries. (True, False)
- (8) Intensive competition in most markets has contributed to decline of CRM sector. (True, False)
- (9) Business buyers are \_\_\_\_\_ (many, few) in number, but each buyer places a large order.
- (10) There exists the \_\_\_\_\_ theory for the impact of advertising.  
(present versus future, strong versus weak)
- (11) \_\_\_\_\_ is in the business of providing and managing Software As A Service (SAAS) based CRM. (Airbnb, Salesforce)
- (12) Two methods to set advertising budget are affordability method and \_\_\_\_\_.  
(objective and task method, organisation and trend method)

- (13) Rural market in India is wide and scattered. (True, False)
- (14) The group responsible for making business buying decisions is known as Decision Making Unit (DMU). (True, False)
- (15) Effective execution of advertising campaign is the right advertisement through the right media at the right time. (True, False)
- (16) Taj Inner Circle Club and Marriott Bonvoy are examples of CRM in the hotel industry. (True, False)
- (17) \_\_\_\_\_ proves to be a challenge to rural marketing in India.  
(Multiple languages, Land tenure reforms)
- (18) Rapid advances in technology have contributed to the evolution and growth of CRM. (True, False)
- (19) \_\_\_\_\_ marketing process tends to success of strategic marketing practices under CRM. (Customer centric, Competitor centric)
- (20) There are several differences between consumer buying and business buying. (True, False)