

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

# AF-103

April-2023

B.B.A., Sem.-VI

## CC-314 : Advanced Marketing Management

Time : 2½ Hours]

[Max. Marks : 70

1. (A) Differentiate between Business and Customer markets. 7  
(B) Explain the business buying process with a suitable example. 7  
OR  
(A) Discuss the factors affecting business buying behaviour. 7  
(B) Discuss the characteristics of business buyers in detail. 7
2. (A) Discuss the various advertising objectives in detail. 7  
(B) Discuss the various methods of setting an advertising budget. 7  
OR  
(A) Discuss the various Media decisions in advertising. 7  
(B) Explain the Message decisions in Advertising. 7
3. (A) What are the reasons for rural market boom in India ? 7  
(B) Explain Rural marketing mix with a suitable example. 7  
OR  
(A) Discuss the characteristics of Rural Marketing in Indian context. 7  
(B) What are the major problems and challenges in rural marketing in India ? 7
4. (A) Discuss the benefits of Customer Relationship Management. 7  
(B) Explain how customer centric marketing and process will help a business in Customer Relationship Management. 7  
OR  
(A) Discuss the road map for Customer Relationship Management. 7  
(B) Building organizational capabilities through internal marketing is crucial for successful CRM. 7

5. Do as directed : (Any 7 out of 12)

14

- (1) Business Market contains large number of buyers with small orders. (True/False)
- (2) \_\_\_\_\_ refers to an agreement between two or more companies to purchase each other's products, often irrespective of whether such purchases represent the lowest cost or best value to the buyers.
  - (a) Reciprocal buying
  - (b) Repeat Buying
  - (c) Special Buying
  - (d) General Buying
- (3) \_\_\_\_\_ is any paid form of non-personal presentation and Promotion of ideas, goods, or services by an identified sponsor.
  - (a) Advertising
  - (b) Publicity
- (4) In \_\_\_\_\_ method the decision of Advertising Budget depends on comparison with competitor's budget and practice.
  - (a) Affordability
  - (b) Competitive Parity
  - (c) Objective and Task
  - (d) Percent of Sales
- (5) Two theories to measure the impact of advertising are \_\_\_\_ and \_\_\_\_\_. (Soft and Hard / Strong and Weak)
- (6) Measuring advertising effectiveness includes \_\_\_\_ and \_\_\_\_ of advertisements. (Pre-testing, Post testing/ Strong testing, Weak testing)
- (7) Rural marketing is important as it leads to \_\_\_\_\_.
  - (a) Improved living standard
  - (b) Low Living Standard
- (8) Reasons responsible for rural market boom in India include \_\_\_\_\_.
  - (a) Growth of computer based industry
  - (b) Growth of agro based industry
- (9) Rural Market in India is very large in Size. (True/False)
- (10) CRM is outdated and useless concept. (True/False)
- (11) CRM has mainly evolved due to \_\_\_\_\_ and \_\_\_\_\_.
  - (a) Rapid advances in technology and Adoption of TQM
  - (b) Advertising effectiveness and Adoption of cost saving programs
- (12) \_\_\_\_\_ is NOT a step of Customer Relationship Building Process.
  - (a) Identify
  - (b) Interact
  - (c) Select
  - (d) Differentiate