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**SARDAR PATEL UNIVERSITY**  
**BBA (V Sem.) Examination**  
**Tuesday, 24 March 2015**  
**2.30 – 4.30 pm**  
**UM05EBBA01/06 - Advanced Marketing Management**

**Total Marks: 60**

Q.1 Define : Marketng information system Explain its singificance. With flow diagramme.  
 Explain difference between MKIS & Marketing Research. (15)

OR

Q.1 Define : Marketing research & Research Design. Explain in brief research desing process. (15)

Q.2 Explain different types of question in questionnaires with meaning purpose & example. (15)

OR

Q.2 Define : Sampling. Explain its procedure in brief. (15)

Q.3 A Write on types of reporte & contents. (08)

B From the below given table formulate Ho and verify. (07)  
 Recall of Specific Element of Commercial by Stage of Cognitive Development.

Recall of Product	Stage of cognitive development			Total
	First Grade Stage- II	Third Grade Stage- III	Sixth Grade Stage- IV	
Name of cereal	5	12	16	33
cereal (in General)	17	12	7	36
<b>Total</b>	<b>22</b>	<b>24</b>	<b>23</b>	<b>69</b>

Table value is 5.99

OR

Q.3 A Write on Hypothsis Testing Procedure. (08)

B From the below given table formulate Ho and varify. (07)  
 Individual's Purchase Rate Change Before and After the Mail Coupan Campaign

BEFORE CAMPAIGN	AFTER CAMPAIGN		Total
	High Purchase Rate	Low Purchase Rate	
Low purchase Rate	70	180	250
High purchase Rate	80	30	110
<b>Total</b>	<b>150</b>	<b>210</b>	<b>360</b>

Table value is 3.84

Q.4 Write on (A) Relationship Marketing (08)  
 (B) Brand Equity Measurements (07)

OR

Q.4 Write on (A) TQM (08)  
 (B) Customer Satisfaction and its measurements (07)