

**SARDAR PATEL UNIVERSITY**  
**BBA (V Semester) Examination**  
**Thursday, 24<sup>th</sup> November, 2016**  
**2.00 pm - 4.00 pm**  
**UM05EBBA01 - Advance Marketing Management**

**Total Marks : 60**

Q.1 Define and explain Marketing Information System with its elements and components. (15)

**OR**

Q.1 Define Marketing Research. Explain its process and write on scope of marketing research. (15)

Q.2 Define Primary & Secondary Data. Write on its sources, merits and demerits. (15)

**OR**

Q.2 Write on:

(a) Questionnaire construction process. (08)

(b) Sampling process. (07)

Q.3

(a) Write on Hypothesis Testing Procedure and Type I & Type II errors. (08)

(b) From the below given data, formulate  $H_0$  and verify the association between two variables. (07)

Stages of development			
Recall of product	I grade	II grade	III grade
Name of Cered	5	12	16
Cered (in general)	17	12	7

At two degree of freedom & 0.05 level of significance is 5.99.

**OR**

Q.3 From the below given table, identify statistical test and formulate  $H_0$  and verify it. (15)

Give your decision. Figures in bracket shows display treatment K.

Store (Raw)	Time Periods Columns (i)			
	Sept 3-16	Sept. 23 Oct-7	Oct 14-27	Nov. 5-18
A	30 (1)	69 (2)	35 (3)	22 (4)
B	28 (4)	38 (3)	35 (1)	71 (2)
C	40 (3)	31 (4)	71 (2)	38 (1)
D	72 (2)	43 (1)	40 (4)	45 (3)

Table value of F for  $\alpha = 0.05$  and at 3 & 6  $df_1$  &  $df_2$  degree of freedom is 4.35.

Q.4 Write note on:

(a) Relationship Marketing. (08)

(b) Brand Equity Measurement. (07)

**OR**

Q.4

(a) Customer Satisfaction & its Measurement. (08)

(b) Importance of Customer database. (07)

