

(4/A-3)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
B.B.A. GENERAL (V Semester Examination
Monday, 29th October, 2018
10-00 am To 12-00 pm
UMO5EBBA01: Advance Marketing Management-I

Total Marks: 60

Q-1: Discuss the concept, features and process of marketing research in detail. (15)

OR

Q-1: What is marketing information system? Explain the components of marketing information system in detail. (15)

Q-2: Give the meaning of primary and secondary data and discuss the sources, advantages and disadvantages of collecting secondary data. (15)

OR

Q-2: What is a questionnaire? What are its types? Discuss the stages of constructing a questionnaire. (15)

Q-3: The following data are related with the use of fertilizer by 1000 farmers. (15)

Nos. of farmers Who are	Nos. Of farmers having		Total
	Owned Farms	Rented farms	
Using fertilizer	416	184	600
Not using fertilizer	64	336	400
Total	480	520	1000

Using Chi-square contingency table, run an analysis to find out if there is any relationship between ownership of farms and use of fertilizer.

Specified alpha= 0.05 and Critical value= 3.841.

OR

Q-3: (a) Briefly examine hypothesis testing procedure. (8)
(b) Write note on types of research reports (7)

Q-4: (a) What is Relationship Marketing? Discuss its importance. (8)
(b) Examine the importance of Customer Database in research. (7)

OR

Q-4: Write short notes on following.
(a) Customer satisfaction and its measurement (8)
(b) Internet Marketing (7)

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(1)