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(11)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA (ITM) V - SEMESTER (3 Years)
Monday, 29th October 2018
10.00 AM to 12.00 PM

Advance Marketing Management – I (UM05EBBI10)

Total Marks: 60

Note: Figures to the right indicate marks of the questions.

Q.1. Explain the concept of Publicity Management. Write the difference between Advertising & Publicity. (15)

OR

Q.1 Examine the characteristics and objectives of publicity. (15)

Q.2 Discuss the characteristics and components of MIS. (15)

OR

Q.2 Define the MIS. Write the difference between Marketing Research and MIS. (15)

Q.3 Elaborate the introduction and features of CRM. (15)

OR

Q.3 Examine the origin and process of CRM. (15)

Q.4 Describe the introduction and types of retailing. (15)

OR

Q.4 Examine the retail location and strategies. (15)

