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No. of Printed Pages: 1

SARDAR PATEL UNIVERSITY
T.Y.B.B.A. (VI SEMESTER) EXAMINATION

MONDAY, 30TH APRIL 2015
10-30 PM to 12-30 PM

ADVANCED MARKETING MANAGEMENT: UM06EBBA01/06

Total Marks: 60

- Q-1
- (A) Define Media scheduling & describe the major considerations involved in it. 07
- (B) Discuss the main considerations involved in selecting a media for advertising. 08

OR

- Q-1
- (A) Define Sales Promotion. Discuss its objectives & tools 07
- (B) BBA ltd.'s advertising expense is of Rs. 50,000. Current sales are estimated of Rs. 2, 90,000 and saturation level is estimated of Rs. 4, 20,000. The sales response constant is Rs. 20 and the sales decay constant is 8%. Use Vidale & Wolfe model to estimate the probable increase in sales. 08

- Q-2
- (A) Explain the components of Compensation plan for salespersons. 07
- (B) Discuss the budgetary methods used to control the activities of field salesman. 08

OR

- Q-2
- (A) Define sales territories & discuss in brief various methods of assigning it to sales persons. 07
- (B) Using the workload method, determine the size of the sales force for a company from the following data:

Type of Customer	Total number of customer	Numbers of calls required per year	Time required per call (in Minutes)
Class A	150	60	50
Class B	300	30	20
Class C	450	15	10

Each salesman is required to work for 45 hours in a week & 48 weeks in a year. He must spend 45% of his time on selling task. 08

- Q-3 Write a notes on:
- (A) Emergence of unconventional modes of distribution. 07
- (B) Physical distribution and logistics. 08

OR

- Q-3
- (A) Write a note on: Marketing Audit procedure. 07
- (B) Define Marketing control & discuss briefly the important tools of it. 08

- Q-4 Write a notes on:
- (A) The Rural Market Environment. 07
- (B) Segmentation & Targeting for Rural Market. 08

OR

- Q-4
- (A) Sales force Management for Rural Market. 07
- (C) Marketing Communications for Rural Market. 08