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SARDAR PATEL UNIVERSITY
B. B. A. (General) (VI Semester) Examination
4th April 2016 (Monday)
10.30 am – 12.30 pm
UM06EBBA01 – ADVANCED MARKETING MANAGEMENT

Total Marks : 60

- Q. 1
- (A) Define "Advertising Copy". Justify its significance in brief. Also explain "Copy Creation & Production Process" in brief. (08)
- (B) Explain Palda's Distribution Lag Model of advertising. (07)
- OR**
- Q. 1 Write on:
- (A) Meaning, Scope and Importance of Direct Marketing. (08)
- (B) Consumer Sales Promotion Tools with Examples. (07)
- Q. 2 Write on:
- (A) Compensation Plans for Sales People. (08)
- (B) Meaning, Purpose & Types of Sales Quotas. (07)
- OR**
- Q. 2
- (A) Performance Appraisal for Sales Persons. (08)
- (B) "Work-load" method for sales-force size. (07)
- Q. 3 Write on:
- (A) Emergence of "Unconventional Mode of Distribution" and "Vertical Marketing System". (08)
- (B) Meaning and Scope of Marketing Audit. (07)
- OR**
- Q. 3 Write on:
- (A) Comparative study of different modes of "Physical Distribution". (08)
- (B) Types, Purpose and Types of Marketing Control, in brief. (07)
- Q. 4 Write on:
- (A) Rural Market & its Characteristics. (08)
- (B) Communication Mix for Rural-Markets. (07)
- OR**
- Q. 4
- (A) Physical Distribution Strategy for Rural Markets. (08)
- (B) Rural Market Environment. (07)

