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**SARDAR PATEL UNIVERSITY**  
**B. B.A. (General) (VI Semester) Examination**  
**Saturday, 7<sup>th</sup> May, 2016**  
**2.30 – 4.30 pm**  
**UM06EBBA01/06**  
**Advanced Marketing Management-II**

**Total Marks: 60**

- Q.1 Discuss the concept of advertising. Also examine advertising objectives and budgeting methods in brief. (15)
- OR**
- Q.1 What is Sales Promotion? Discuss objectives and major sales promotion tools. (15)
- Q.2 Examine various approaches to decide about the sales force structure & size. Also highlight compensation plans for sales people. (15)
- OR**
- Q.2 Discuss the methods for appraisal of performance of sales people. Also explain methods for controlling sale people. (15)
- Q.3 Give the overview of unconventional modes of distribution & briefly discuss physical distribution functions. (15)
- OR**
- Q.3 What is Marketing Control ? What is marketing audit? Discuss tools of Marketing Control. (15)
- Q.4 Review the rural marketing environment of India and examine segmentation strategies for it. (15)
- OR**
- Q.4 Discuss channel and marketing communication decisions in the light of India rural markets. (15)

