

[A-37/A-38]

SARDAR PATEL UNIVERSITY  
B.B.A. (VI<sup>TH</sup> SEMESTER) EXAMINATION (JUNE-BATCH 2010)

FRIDAY, 13<sup>th</sup> APRIL 2018  
02:00 P.M. TO 04:00 P.M.

ADVANCED MARKETING MANAGEMENT-II: UM06EBBA01/06

Total Marks: 60

- Q-1 Discuss the Copy Creation & Production process. 15
- OR
- Q-1 (A) Define Direct Marketing. State its importance. 07  
(B) A Textile Company's advertising expenditure is of Rs. 5,000. Current sales are estimated of Rs.29,000 & saturation level is estimated of Rs. 42,000. The sales response constant is Rs.2 & the sales decay constant is 6%. Use Vidale & Wolfe model to estimate the probable increase in sales. 08
- Q-2 Explain the various approaches to decide the sales force size and structure. 15
- OR
- Q-2 (A) Discuss the budgetary methods for the control of sales force. 07  
(B) A company is planning to achieve a turnover of Rs. 75,00,000 next year for which management plans to recruit the sales people. At present the company has 5 sales persons. The company has estimated that one sales person can generate a turnover of Rs. 8.5 lakhs on an average. From the past records, the annual rate of sales force turnover is estimated to be 15%. How many additional sales persons will have to be recruited? 08
- Q-3 Write notes on: 15  
(A) Marketing Audit.  
(B) Emergence of unconventional modes of distribution.
- OR
- Q-3 Write notes on: 15  
(A) Physical Distribution & Logistics decision.  
(B) Marketing Control.
- Q-4 Define Rural Marketing and explain the rural market environment. 15
- OR
- Q-4 Discuss the product and branding strategy for rural market. 15

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