

(3 & A-2)

SEAT No. _____

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SARDAR PATEL UNIVERSITY
B.B.A. (General) (VI Semester) (Regular) EXAMINATION
Thursday, 5th April 2018
10.00 a.m. to 12.00 p.m.
ADVANCE MARKETING MANAGEMENT – II
(UM06EBBA01)

Maximum Marks: 60

Q.1 A Suraj Pharma's advertising expenses is of Rs. 6000. Current Sales are estimated of Rs. 29000 & saturation level is estimated of Rs. 42000. The sales response constant is Rs. 2 and the sales decay constant is 6%. Use Vidal and Wolfe model to estimate the probable increase in sales. **08**

~~**Q.1 B** Discuss copy creation process with example. **07**~~

OR

Q.1 A Clarify the concept of Sales Promotion and discuss the major tools of Sales Promotion. **08**

Q.1 B Write a detail note on Direct marketing. **07**

Q.2 A What is Sales Territory? Explain in detail major reasons for creating a sales territory. **08**

Q.2 B Write a note on Sales Potential method of deciding sales force size. **07**

OR

Q.2 A Using the workload method determine the sales force size for a newly launched soft drink brand. The company has 1400 listed customers who are classified as below: **10**

Type of Customers	No. of customers	No. of calls required (per year)	Time required per call (in minutes)
Class A	670	50	60
Class B	300	24	30
Class C	430	12	15

Each salesman has to work for 48 hours in a week and there are 50 weeks in year. He must spend 65% of his time on selling task.

Q.2 B Clarify the concept of Salesforce Management and briefly explain major roles of Salesman. **05**

Q.3 Define Marketing Control and Marketing Audit. Discuss in detail major tools of Marketing control. **15**

OR

Q.3 Discuss in detail major unconventional modes of distribution with appropriate illustrations. **15**

Q.4 Write a note on ANY THREE from the following: **03×05=15**

- 1) Environment of Rural Market.
- 2) Marketing Communications and Rural Market.
- 3) Major Branding decisions for Rural Market.
- 4) Sales force Management and Rural Market.
- 5) Segmenting and Targeting Strategy for Rural Market.

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