

[A-34]

SEAT No. \_\_\_\_\_

No. of Printed Pages : 01

**SARDAR PATEL UNIVERSITY**  
**TYBBA (Gen.) EXAMINATION (2010 Batch)**  
**SEMESTER - VI**  
**Thursday, April 11, 2019**  
**2.00 P.M. TO 4.00P.M.**  
**SUBJECT: Advance Marketing Management-II**  
**CODE: UM06EBBA01/06**

- Note:** 1. Figure to the right indicates full marks.  
2. All questions carry equal marks.

**TOTAL MARKS: 60**

Q.1 Explain in detail objectives of advertising management. (15)

**OR**

Q.1 Discuss tools of sales promotion with examples. (15)

Q.2 Discuss various compensation plans. (15)

**OR**

Q.2 Explain in detail sales territories. (15)

Q.3 Discuss various modes of distribution. (15)

**OR**

Q.3 What is Marketing audit? Explain in detail audit procedure. (15)

Q.4 Explain in detail rural marketing environment. (15)

**OR**

Q.4 Write note on: (15)  
1) Rural marketing Communication  
2) Brand decision

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1