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[G/A-2]

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

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**BBA (GENERAL) SEMESTER-VI EXAMINATION**  
**UM06EBBA01-ADVANCE MARKETING MANAGEMENT-II**  
**Date: 01/04/2019 Marks: 60, Monday**  
**Time: 10-00 am to 12-00 pm**

Q-1: Discuss the advertising objectives. Also explain various stages of message decision. (15)

OR

Q-1: Give the meaning of sales promotion and examine its objectives and promotional tools for consumers and middlemen. (15)

Q-2: (a) Examine certain approaches for designing the sales force structure in brief. (05)  
(b) Using workload method, determine sales force size for a company from the following details.

Types of customers	Nos. of customers	Nos. of calls	Time per call (Minutes)
Large	175	52	60
Medium	325	24	30
Small	500	12	15

Each salesperson is required to work for 48 hours in a week and 48 weeks in a year. He must spend 40% of his time on selling job. (10)

OR

Q-2: (a) Discuss various compensation plans available for rewarding sales people. (8)

(b) Explain in detail some methods of appraising the performance of the sales people. (7)

Q-3: Examine various unconventional modes of distribution. Also clarify the meaning of physical distribution. (15)

OR

Q-3: Discuss the concept, types and tools of marketing control. (15)

Q-4: Give the overview of rural market environment and examine segmentation and targeting strategies for rural market. (15)

OR

Q-4: (a) Examine the marketing communication decision in the context of rural market in brief. (08)

(b) Discuss the product strategy in detail in the light of rural market. (07)

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