



BF-308

Seat No. _____

B.B.A. (Sem. - VI) Examination

March/April - 2014

Advance Marketing Management - Part-II

Time : 3 Hours]

[Total Marks : 70

Instructions :(1) Figures to the right indicate marks.
(2) Provide live examples if needed.

1 Define Communication Mix and discuss 15
advertising as a tool of communication mix with
its all types in detail.

2 What are the functions of Advertising Agency and 10
discuss its role to Promote the Product.

OR

2 Aarya Traders wants to launch a new 10
Departmental Store at Patan, discuss all the
Consumer Promotional tools in detail.

3 Discuss the objectives of Trade Promotions in detail. 10

OR

3 To analyze the effectiveness of *Bharat Nirman's* 10
Advertisement by Congress, which tools can we
utilize ?

4 What is Personal Selling ? For *Aqua Sure Water* 15
Purifier, discuss the complete process for Personal
Selling.

5 What is PR ? Discuss various tasks of PR and PR Agency. 10

OR

5 Define Brand and Branding and also explain the Branding Decision in detail. 10

6 Answer the following : (any **one**) 10

(a) Branding and Corporate Image

(b) Tools of Direct Marketing

(c) Database Marketing.
