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(A-44) Seat No: \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**BBA – V SEMESTER (CBCS) (NC)**  
**Advance Marketing Management –I**  
**UM05EBBA01**

**7<sup>th</sup> May, 2016, Saturday**  
**Time- 2.30 p.m. To 4.30 p.m.**

**Total Marks: 60**

Q.1 What do you mean by Research ? Discuss Elements and Concepts of Marketing Information in detail. [15]

OR

Q.1 "Necessity is the mother of Invention." Discuss the statement in the context of Marketing Research. Discuss Marketing Research Process in detail. [15]

Q.2 What is Data? Discuss about Sources of Data and Discuss Advantages of Questionnaire in detail. [15]

OR

Q.2 What is Scaling? Discuss about sampling decision and sample size decisions. [15]

Q.3 Write a Note on: [15]

1. Z Test
2. T test

OR

Q.3 "Reporting is the Heart of Managerial Function" – are you agree with this statement? Draft a Report of a company for Launching new Car in the market, with all contents. [15]

Q.4 "Customer is the Soul of Market." Discuss the statement in context of Importance of Customer Database. [15]

OR

Q.4 Write a note on: [15]

1. Internet Marketing
2. TQM

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(1)