

(A-2)

**SARDAR PATEL UNIVERSITY**  
T.Y.B.B.A. Examination, V Semester

SC

Tuesday, 24 March 2015

10.30 am to 12.30 pm

Subject / Course Code : UM05EBBA01 / Paper No.

Subject / Course Title : Advance Marketing Management

Total Weightage/ Marks : 60

- Q.1 Write on
- A) Meaning & Components of Marketing Information System with MKIS chart. 8
- B) Scope, uses & Limitations of Marketing Research. 7

OR

- A) Marketing Research Process 8
- B) Research Design : Meaning & Process in brife. 7

- Q.2 Write on
- A) Questionnaire construction process. 8
- B) Merits & Demerits of Primary & Secondary data in brife. 7

OR

- A) What is Sampling ? Write on process of Sampling design. 8
- B) Write on Sampling size decision. 7

- Q.3 A) Write on Hypothesis Testing Procedure 8
- B) Write on Types, Meaning & Contents of reports 7

OR

- Q-3 From the below given table, formate Ho about relationship between Donation contribution size and Types of Degree of donors and test it. 15

| Contribution<br>Size | Types of Degree |     |    |    |
|----------------------|-----------------|-----|----|----|
|                      | UDn             | UDp | Gn | Gp |
| Rs. 0 - Rs. 500/-    | 71              | 56  | 50 | 24 |
| Rs. 59 - Rs. 2500/-  | 35              | 47  | 16 | 28 |
| Above Rs. 2500/-     | 12              | 36  | 14 | 11 |

Table value of  $x^2$  is 12.6 write on decision rule and suggest.

- Q.4 Write on
- A) Brand Equity meaning & measurement. 8
- B) Relationship Marketing. 7

OR

- A) Internet Marketing & Marketing Research. 8
- B) TQM 7

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