[22/A-28]Seat No. ____

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SARDAR PATEL UNIVERSITY BBA (V Semester) Examination Thursday, 24th November, 2016 2.00 pm - 4.00 pm

UM05EBBA01 - Advance Marketing Management

Total	Marks	. 60
I OLAI	WALKS	: 011

(07)

Q.1 Define and explain Marketing Information System with its elements and (15)components.

OR

- Q.1 Define Marketing Research. Explain its process and write on scope of (15)marketing research.
- Q.2 Define Primary & Secondary Data. Write on its sources, merits and demerits. (15)

Q.2 Write on:

Questionnaire construction process. (80)(b) Sampling process.

Q.3

Write on Hypothesis Testing Procedure and Type I & Type II errors. (a) (80)(b) From the below given data, formulate H₀ and verify the association between

(07)two variables.

	Stages of development					
Recall of product	l grade	Il grade	lil grade			
Name of Cered	5	12	16			
Cered (in general)	17	12	7			

At two degree of freedom & 0.05 level of significance is 5.99.

OR

Q.3 From the below given table, identify statistical test and formulate H_{0} and (15)verify it.

Give your decision. Figures in bracket shows display treatment K.

Store (Raw)	Time Periods Columns (i)				
	Sept 3-16	Sept. 23 Oct-7	Oct 14-27	Nov. 5-18	
Α	30 (1)	69 (2)	35 (3)	22 (4)	
В	28 (4)	38 (3)	35 (1)		
С	40 (3)	31 (4)	71 (2)	71 (2)	
D	72 (2)	43 (1)	40 (4)	38 (1) 45 (3)	

Table value of F for α = 0.05 and at 3 & 6 df₁ & df₂ degree of freedom is

Q.4 Write note on:

Relationship Marketing. Brand Equity Measurement. (80)(b) (07)OR

Q.4 Customer Satisfaction & its Measurement. (a) Importance of Customer database. (80)(b) (07)

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