

CEAT No. _____

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SARDAR PATEL UNIVERSITY
TYBBA-ITM (Fifth Semester) (3 YEARS) CBCS Examination
15TH November, 2017, Wednesday
10.00 to 12.00 p.m.
Advanced Marketing Management-I (UM05EBBI10)

Total Marks: - 60

Note: Figures to the right indicate marks

Q.1) (A) Define publicity and discuss the characteristics of the same. (07)

(B) Write a note on importance of publicity. (08)

OR

Q.1) Differentiate between advertising v/s publicity. (15)

Q.2) What is Marketing Information system. Discuss the elements of MIS. (15)

OR

Q.2) Write difference between Marketing Information and Marketing Research. (15)

Q.3) Explain Customer Relationship Management process. (15)

OR

Q.3) Discuss the origin and features of CRM (15)

Q.4) Explain the types of retail formats (15)

OR

Q.4) Discuss the retail location strategies with example. (15)

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