

(A-16 & A-17)

Seat No.: \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (General) (VI Semester) (NC) EXAMINATION 2010 Batch**  
**Monday, 20<sup>th</sup> March 2017**  
**2.00 p.m. to 4.00 p.m.**  
**ADVANCE MARKETING MANAGEMENT – II**  
**(UM06EBBA01/06)**

**Maximum Marks: 60**

- Q.1 A Discuss copy creation process with example. 07
- Q.1 B Write a note on Sale Promotion Tools. 08

**OR**

- Q.1 Clarify the concept of Public Relations and discuss in detail major decisions to be considered in Public Relations. 15
- Q.2 A What is Sales Territory? Explain in detail major reasons for creating a sales territory. 07
- Q.2 B Write a note incremental method of sales force size with illustration. 08

**OR**

- Q.2 Discuss in detail various budgetary and non-budgetary methods of controlling Sales force. 15
- Q.3 What is physical distribution? Explain in detail various unconventional modes of Physical Distribution. 15

**OR**

- Q.3 Define Marketing Control and Marketing Audit. Discuss in detail major tools of Marketing control. 15
- Q.4 Write a note on the following **(ANY TWO)** 15
- 1) Rural Marketing Environment.
  - 2) Branding Decisions in Rural Marketing.
  - 3) Sales Force Management in Rural Marketing.
  - 4) Channel Decision in Rural Marketing.

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