**BBA SEM 5  
ADVANCE MARKETING MANAGEMENT**

1. What is marketing research? Explain the process of marketing research

**OR**

What is questionnaire? Discuss key issues to be considered while preparing a questionnaire?

2. What is advertising? Define advertising message in detail.

OR

Define the concept and functions of an advertising agency.

3. What do you mean by international marketing? Compare domestic marketing and international marketing.

OR

Define international marketing and discuss about forces leading to growth of international marketing.

4. Define case study. What is the nature of case study?

OR

What is case study? Give objective for case study