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SARDAR PATEL UNIVERSITY

B.COM. (III<sup>RD</sup> SEMESTER) EXAMINATION

UB03DCOM62: BUSINESS MANAGEMENT-VI (MARKETING MANAGEMENT-II)

32  
SATURDAY, DATE: 18-06-2022, TIME: 12-00 P.M. to 02-00 P.M.

Total Marks: 70

**NOTE: ANSWER ANY FOUR QUESTIONS.**

- Q-1 Discuss the need for Environment Analysis.
- Q-2 Explain the importance of Environment Analysis.
- Q-3 Narrate the Consumer buying process.
- Q-4 Discuss the stages of buying process.
- Q-5 Explain the criteria of selecting market segmentation.
- Q-6 Discuss the advantages of market segmentation.
- Q-7 Define service and explain its classification.
- Q-8 Explain 7 P's of services.

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