



[78] Seat No: _____

No. of printed pages :01

SARDAR PATEL UNIVERSITY
B.Com. (III - Semester) Examination
Thursday, 17th November, 2022
2.00 pm - 5.00 pm
UB03DCOM62/32 - Business Management-VI

Total Marks: 70

Note: Figures to the right indicate marks.

Q.1 What is Marketing Environment ? Explain the importance of Environment Analysis. (17)

OR

Q.1 Explain the Micro Environment in detail. (17)

Q.2 Explain the Consumer Buying Process. (18)

OR

Q.2 Explain the various factors affecting Buyer Behaviour. (18)

Q.3 What is Market Segmentation ? Explain its Advantages. (17)

OR

Q.3 Explain the various Bases of Market Segmentation. (17)

Q.4 Explain the Classification of Services. (18)

OR

Q.4 What is Service Marketing ? Explain its features. (18)

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