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



No. of printed pages:01

**SARDAR PATEL UNIVERSITY**

**BACHELOR OF COMMERCE (SEMESTER-III) EXAMINATION-2022**

**UB03DCOM82:BUSINESS MANAGEMENT-VI (MM-II)**

**DATE:17/11/2022 (THURSDAY)**

**TIME: 02-00 PM TO 05-00 PM**

**Total Marks: 70**

**Q-1 State the need for Environment Analysis. 18**

**OR**

**Q-1 Discuss the importance of Environment Analysis. 18**

**Q-2 Describe the Consumer buying process. 17**

**OR**

**Q-2 Discuss the determinants of buyer behaviour. 17**

**Q-3 Discuss the criteria for selecting the market segmentation. 18**

**OR**

**Q-3 Explain the bases of market segmentation. 18**

**Q-4 Discuss the 7 P's of services. 17**

**OR**

**Q-4 Explain the determinants of Service Quality. 17**

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