

(A-6) **SARDAR PATEL UNIVERSITY**  
**BBA (Information Technology Management)**  
**SEMESTER - V (CBCS)**

Friday, 20 March 2015  
10.30 am to 12.30 pm

**SUBJECT: Principles of Marketing Management**

**CODE: UM05EBBI01**

- Note: 1. Figure to the right indicates full marks.  
2. All questions carry equal marks.

**Total Marks: 60**

- Q.1 (a) Explain core concepts of marketing management with the help of relevant examples. [10]  
(b) Explain different philosophies marketing management. [05]

**OR**

- Q.1 Discuss various factors influencing marketing environment. [15]  
Q.2 What is consumer behavior? Discuss major factors influencing consumer behavior. [15]

**OR**

- Q.2 What is market segmentation? Discuss various bases of market segmentation. [15]  
Q.3 (a) A CEO marketing department would like to launch a new smart phone what are the different phases would be followed to make the product successful in the market. [08]  
(b) Explain phases of product life cycle with diagram. [07]

**OR**

- Q.3 Discuss various methods of pricing by giving relevant examples. [15]  
Q.4 Discuss with examples different tools of sales promotion. [15]

**OR**

- Q.4 (a) Describe recruitment and selection process of sales force. [15]  
(b) Explain various methods of compensation to sales force by giving suitable examples.