

SC

(A-4)

SARDAR PATEL UNIVERSITY

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BBA (ISM) – Semester - V (2010 Batch)

Wednesday, 18<sup>th</sup> March-2015

Time: 10.30AM to 12.30PM

UMO5EBBS01-Marketing Management

Total marks: - 60

Q.1 What is Marketing Management? Discuss in brief core concept of (15) marketing management.

OR

Q.1 Discuss in detail production concept, product concept selling concept, (15) marketing concept of marketing management.

Q.2 What is buying behavior? Discuss in detail buying decision making (15) process.

OR

Q.2 Discuss in brief which factors influencing on buyer behavior. (15)

Q.3 What is Market Segmentation? Discuss in brief bases of market (15) Segmentation.

OR

Q.3 What is product? Discuss in brief new product development stages. (15)

Q.4 What is MR? Discuss in detail process of MR. (15)

OR

Q.4 What is MIS? Discuss in brief components of MIS. (15)

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