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(A-4)

SARDAR PATEL UNIVERSITY

BBA (ISM) – V SEMESTER (CBCS)

Wednesday, 25th March, 2015

Time: - 10.30 A. M. TO 12.30 P.M.

Subject Code: - UMO5EBBS01

Subject Title: - Marketing Management-I

Total Marks: - 60

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

OR

Q.1 What is marketing management? Discuss in brief production, product marketing & selling concept. (15)

Q.2 Discuss in detail factors influencing on buying decision process. (15)

OR

Q.2 Discuss in brief types of buying decision process. (15)

Q.3 What is market Segmentation? Discuss in detail various types of market segmentation. (15)

OR

Q.3 What is product? Discuss in detail classification of product & product life cycle. (15)

Q.4 What is MR? Discuss in brief scope of marketing research. (15)

OR

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