(A-43) Seat NO: _____ No. of Printed Pages: 1

SARDAR PATEL UNIVERSITY

BBA (ISM) V- SEMESTER EXAMINATION (NC)

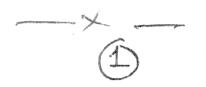
9TH MAY 2016

2:30 P.M TO 4:30 P.M.

UM05CBBS07-MARKETRING MANAGEMNT-I

TOTAL MARKS: 60

N.B All question carry equal marks Q 1 What do you mean by marketing management? Explain its area in detail with examples (15)OR (15)Q 1 Write a note on: Company orientation towards market place Q 2 What do you mean by Consumer Behavior? Explain Factors influencing consumer behavior (15)in detail with examples OR (15)Q 2 Write a note on: Consumer buying decision making process Q 3 What do you mean by Product? Explain New Product development process in detail (15)OR (15)Q 3 Explain Product life cycle in detail (15)Q 4 What is pricing? Explain its objectives in detail OR Q 4 Explain Pros and Cons of Media in detail with examples (15)



X